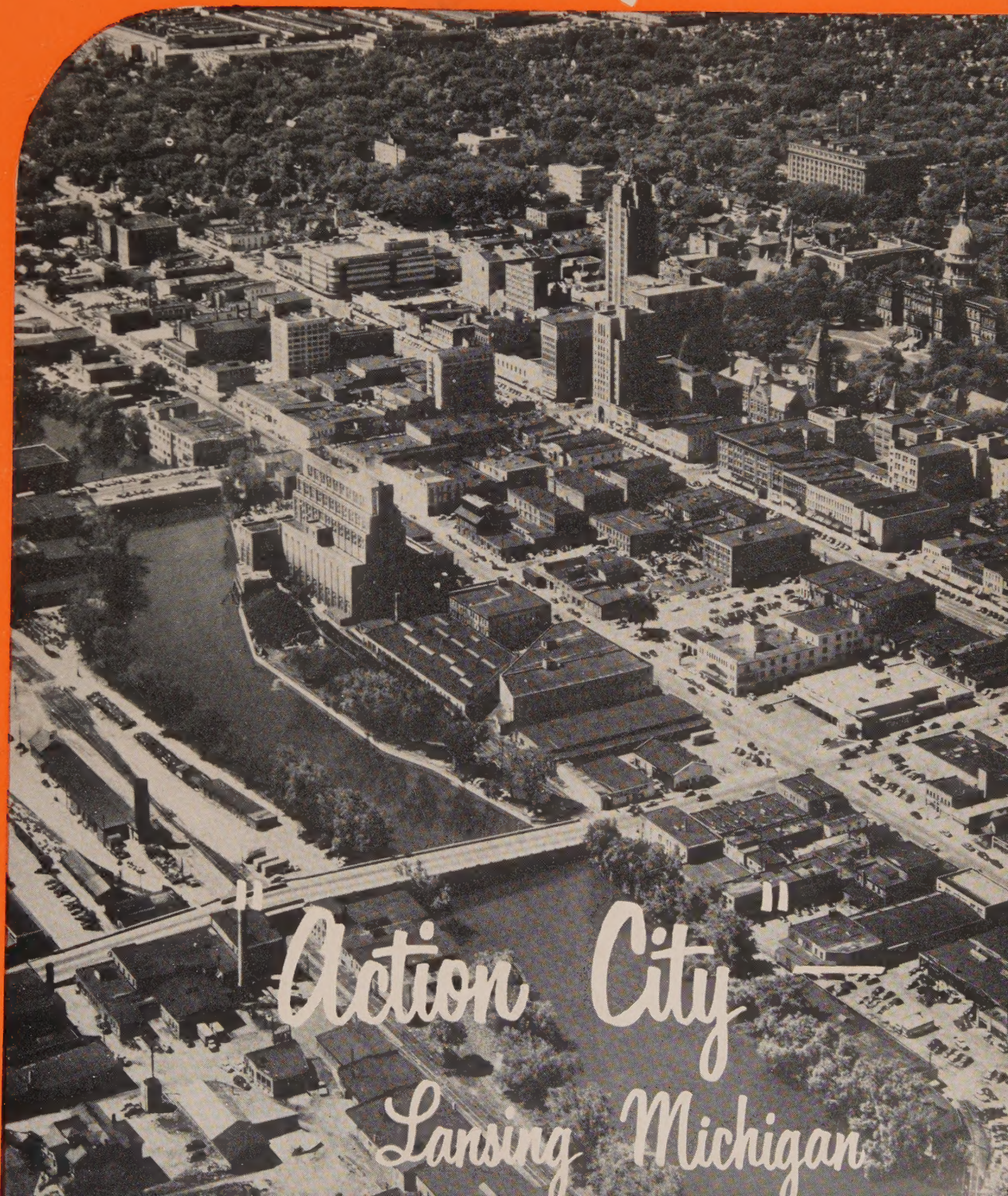
AMERICAN GAS ASSOCIATION

Monthly



OCTOBER
1955

Action City

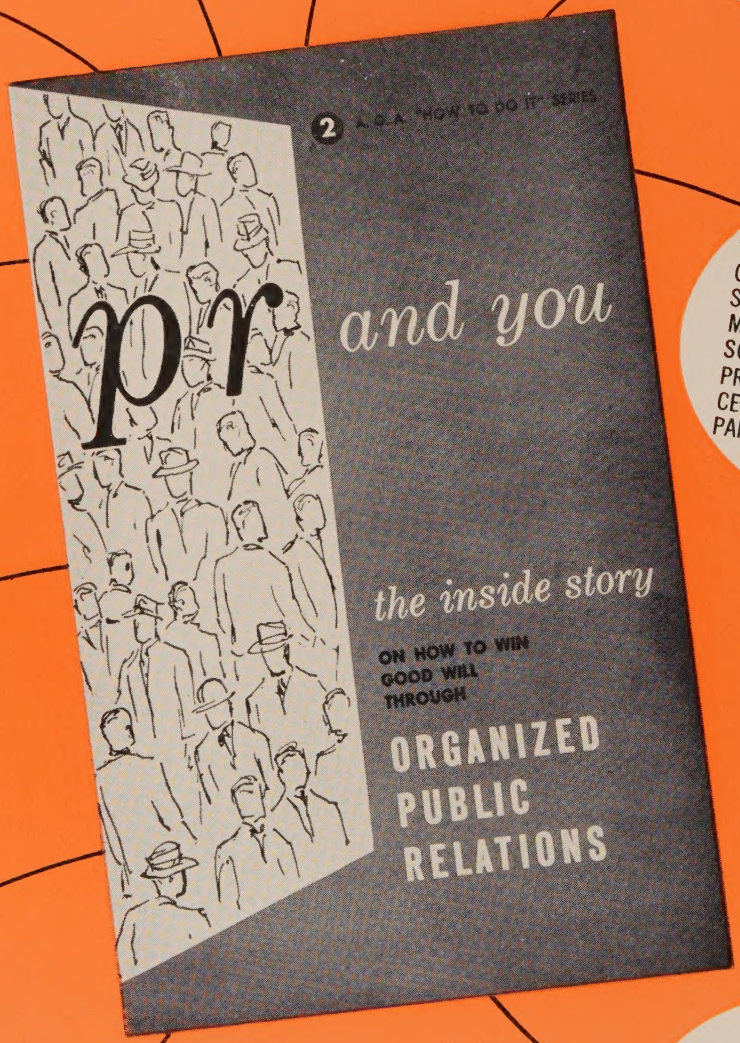
Lansing Michigan

"ONE OF THE FINEST THINGS A.G.A. HAS TURNED OUT—WILL BE HELPFUL TO MY SUPERVISORS, MANAGERS AND PERSONNEL."—T. H. EVANS, VICE-PRESIDENT IN CHARGE OF SALES, EQUITABLE GAS COMPANY.

"PR & YOU IS VERY WELL HANDLED AND SHOULD BE OF REAL VALUE TO GAS COMPANIES LINING UP PUBLIC RELATIONS PROGRAMS."—J. L. SHUMATE, PUBLIC RELATIONS SUPERVISOR, IOWA-ILLINOIS GAS & ELECTRIC COMPANY.

"YOU AND YOUR ASSOCIATES C BE VERY PROUD OF THIS BOO LET. I COULD USE 100 COPIES —DONALD J. McGOWAN, DIRE TOR OF PUBLIC RELATIONS, CO SUMERS POWER COMPANY.

"WE WOULD LIKE 60 COPIES FOR DISTRIBUTION TO OUR MANAGEMENT GROUP."—HARRIS E. DEXTER, VICE-PRESIDENT OF COMMERCIAL RELATIONS, CENTRAL HUDSON GAS & ELECTRIC CORPORATION.



"IT IS SO GOOD I WOULD LIKE 100 COPIES FOR KEY OPERATING AND STAFF EXECUTIVES OF OUR COMPANY."—JAMES D. MacFARLAND, DIRECTOR OF PUBLIC RELATIONS, SOUTHERN COUNTIES GAS COMPANY.

"A.G.A. IS TO BE COMPLIM ON THIS PUBLICATION. WILL SEND 98 COPIES FOR MY DIST MANAGERS AND THEIR KEY SONNEL."—E. C. DEANE, V PRESIDENT, UTILITIES DIVIS CENTRAL ELECTRIC & GAS C PANY.

"VERY INTERESTING AND WELL DONE. WE WOULD APPRECIATE 50 COPIES."—BUELL G. DUNCAN, PRESIDENT, PIEDMONT NATURAL GAS COMPANY.

"WE SHOULD LIKE 100 COPIES TO DISTRIBUTE AMONG OUR KEY PEOPLE—A VERY FINE JOB—YOU ARE TO BE CONGRATULATED ON IT."—FRANK C. SULLIVAN, DIRECTOR OF PUBLIC RELATIONS, SOUTHERN CALIFORNIA GAS COMPANY.

"CONGRATULATIONS ON ITS E CELLENT PRESENTATION. I WOUL LIKE 100 COPIES."—HORTON CHANDLER, ASSISTANT TO TH PRESIDENT, NEGEA SERVICE COR PORATION.

"THE BEST JOB WE'VE SEEN RECENTLY THAT TELLS MANAGEMENT AND SUPERVISORY PERSONNEL ABOUT THE ORGANIZATION'S PUBLIC RELATIONS PRACTICES—DESERVES THE LAURELS OF THE PR FIELD."—PUBLIC RELATIONS JOURNAL.

HOW TO WIN GOOD WILL

A.G.A. PR guide gains wide acceptance and acclaim.

Additional copies of "PR and You" are available without charge from the Public Information Bureau, American Gas Association, 420 Lexington Ave., New York 17, N. Y.

View of Lansing, Mich., where Consumers Power Company staged Action Program—see page 6

AN ALL too brief account of the Sixth International Gas Union Conference, held for the first time in the United States, begins on page 3. Only by holding three pages open past the deadline could the Conference be covered—and our next issue is preempted by the demands of our own national convention. . . . Delegates to the Conference appeared to be primarily technical men. Certainly the keenest interest was displayed during presentation and discussion of technical papers at the various special sessions. For a complete report on these we can only refer the reader to the printed papers and the forthcoming proceedings. The complete set costs $20 and can be ordered from A. G. A. . . . For the delegates, perhaps the most interesting and instructive features of their visit were the numerous trips arranged. Before the Conference started, a large group was greeted by Philadelphia area gas companies and manufacturers; during the week in New York a formal visit was made to Brooklyn Union Gas facilities, and individual visits to Con Edison were arranged. At this writing other groups are being entertained by The Peoples Gas Light & Coke Co.; East Ohio Gas Co.; and the Cleveland A. G. A. Laboratories.

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CONTENTS FOR OCTOBER 1955

FEATURES

STRAWS IN THE WIND 2
200 AT SIXTH IGU CONFERENCE 3
TIME OUT—TO THINK!—by Otto E. Zwanzig 6
STRAIGHT TALK ON CUSTOMER RELATIONS 9
COOPERATIVE SELLING KEY TO UNITY—by F. M. Banks 11
CALIFORNIA PREMIERE FOR NEW GAS APPLIANCES 12
FIELD TEST NEW AIR CONDITIONER 15
SAFETY CONFERENCE TOLD ACCIDENT RATE DECLINES 16
GAS APPLIANCES SWEEP TEXAS HOME 'PARADE' 18
HOW TO STOP HOLDER GREASE LEAKAGE—by M. E. Malone . . . 21
LAW AND THE SERVICEMAN'S RESPONSIBILITY—by Willis L. Lea, Jr. 22
LOW BUDGET SAFETY PROGRAM 40

SECTIONS

PRODUCTIVE HOURS AND COSTS—by Thomas Hannon (Accounting) . 25
SECTION 'JUMPS GUN' ON '56 (Operating) 27
PLAN SPRING CONFERENCES (Operating) 27
OPERATING SECTION ORGANIZATION CHART 28
SOUTHERN UNION LEADS SALES RACE (Residential) 31

DEPARTMENTS

FACTS AND FIGURES 14
INDUSTRIAL RELATIONS ROUND-TABLE 20
INDUSTRY NEWS 41
HIGHLIGHTS OF CASES BEFORE FEDERAL POWER COMMISSION . . 47
MANUFACTURERS ANNOUNCE NEW PRODUCTS AND PROMOTIONS 48
A. G. A. ANNOUNCES NEW PUBLICATIONS 49
PERSONAL AND OTHERWISE 52
OBITUARY 54
CONVENTION CALENDAR 55
NEW A. G. A. MEMBERS 55
PERSONNEL SERVICE 56

THIS MONTHLY IS INDEXED BY THE INDUSTRIAL ARTS INDEX

VOL. 37 NO. 10

• Subscription $3.00 a year - Published eleven times a year by the American Gas Association, Inc. Publication Office, 73 Main Street, Brattleboro, Vt. Publication is monthly except July and August which is a bi-monthly issue. Address communications to 420 Lexington Ave., New York 17, N. Y., including all manuscript copy for publication. The Association does not hold itself responsible for statements and opinions contained in papers and discussions appearing herein. Entered as Second Class Matter at the Post Office at Brattleboro, Vermont, Feb. 10th, 1922, under the Act of March 3, 1879. Cable addresses: American Gas Association, "Amerigas, New York"; American Gas Association Testing Laboratories, "Amerigaslab, Cleveland."

STRAWS in the wind

● *A report in brief on industry trends and activities*

A. G. A. OPPOSES CHANGE IN RADIO ALLOCATIONS

The American Gas Association has actively intervened to oppose a proposal of the Federal Communications Commission which would permit communications common carriers to use or share radio frequencies now allocated to gas, electric, steam and water utilities. Warning of an already potentially overcrowded Power Radio Service, A. G. A. comments filed before the FCC on Sept. 9 listed five reasons why the proposal should not be adopted. They are, in brief:

1) Admission of licensees to use of channels allocated to Power Radio Service would impose a restriction on those gas companies and others now eligible for an already limited spectrum space.

2) Admission of communications common carriers would contravene the established allocation policy of the Commission by adding a new group which is in no sense homogeneous with those presently using Power Radio Service.

3) Limited spectrum space available should not be totally consumed but should allow for future growth of the gas industry, and for emergency use, such as hurricane, tornado, flood or catastrophe, especially as the same emergency would most likely disrupt the operations of communications common carriers.

4) Common carriers should use their own readily available facilities for their own maintenance and construction purposes, without infringing on Power Radio Service.

5) The continuous reliable supply of gas to the public for cooking, water heating, househeating, and other vital household purposes, is essential to the health and wellbeing of the public. Anything which tends to impair the ability of the gas companies to render such service or to restore it promptly in event of catastrophe, works unwarranted hardship upon the public at large.

Any individual gas company wishing to file its own comments before the Commission may do so prior to Nov. 2, 1955.

WORLD SERIES BONUS

Thanks to the World Champion Dodgers, the gas industry achieved for three days its dream of a national TV show—in color, too! Every time a long ball went to center, or the camera picked up Duke Snider (or whomever Casey happened to be playing in center field), a gorgeous view of Brooklyn Union's "gas heat" sign flashed on millions of screens.

PROTECT GAS LOAD

Aggressive sales tactics by Lone Star Gas are credited with retaining gas for heating, water heating and cooking in the 1,000 unit family housing project being built at Air Force Base in Abilene, Texas. All-electric bids were sought by Air Force and the Texas gas company went into action. Compelling economic advantages of gas were brought to fore and new bids were specified.

HOME SAFETY AWARD

An all-gas "safety" home has won a merit award from the National Safety Council for "exceptional public service in the prevention of home accidents." Award goes to Cleveland "Press," sponsor, and East Ohio Gas can take a bow for making certain that the safe home was a gas home.

CLEAN AIR FOR CITIES

Utilities and other major users of fuel oil in New York City may be requested to convert to natural gas as a step to combat the "staggering air pollution problem" that confronts the metropolis. This proposal is reported from Minneapolis, where Dr. Leonard Greenburg, New York air pollution control commissioner, delivered a paper before the American Chemical Society.

WHO GETS CONVENTION?

When Bill Clark, editorial director of "Gas" magazine (headquartered in Los Angeles), recently blasted Atlantic City as the biennial choice for A. G. A. annual conventions, he stirred a reply from that resort city. T. H. Kendall, president of South Jersey Gas, cited hotel and meeting facilities of his city, then poached a California preserve—the weather. October's "lovely Indian summer days," he said, "were delightful, actually the nicest of the whole year."

WISE DEALERS

"Wise dealers and distributors will be doing the best for themselves if they cooperate fully with their utility companies, who offer one of the best promotional bets available in the appliance business today." C. Telfair Leinback, Jr., Lincoln Sales Corp., Baltimore, writing in the pages of "Retailing Daily."

BATTLE SHAPING UP?

Here's what "Petroleum Week" has to say about natural gas coming to Pacific Northwest: "Heating oil suppliers and distributors are not taking invasion of gas into their territory lying down. They're mapping plans to combat anticipated effect of gas on area's economy."

200 at 6th IGU conference

Nearly 200 delegates representing nationalized, municipal and privately owned gas companies from seventeen countries met for six days at the Hotel New Yorker, New York City, September 25-30, 1955, to effect an exchange of ideas and techniques for the greater development of their industry.

The meeting, which is held once every three years in a different country, was Sixth Conference of the International Gas Union. Robert W. Hendee, former president of the American Gas Association, and former president, Colorado Interstate Gas Co., Colorado Springs, was the current president and he served as chairman of the meetings. Assisting him in this capacity was R. H. Touwaide, Brussels, Belgium, general secretary of the Union. Honorary presidents of the Union were M. Brabant, of Belgium; H. Muller, of Germany, and A. Baril, of France.

The first two days of the meeting were devoted to recreational activities, including a reception for delegates on Sunday and a boat trip around Manhattan Island for the delegates and their wives on Monday.

Formal meetings opened on Tuesday, and after a brief welcome by Mr. Hendee, a welcome to the United States and to the United Nations was presented by Ambassador James J. Wadsworth, Deputy U.S.A. Representative to the United Nations.

The Ambassador spoke of technical assistance being given to many countries by the United Nations, which will cost about $28 million this year. But the volume of this kind of assistance carried on by private industry was so much greater than the government program that he was impelled to pay tribute to it. He stated the best thing brought out in the past ten years on the approach to disarmament was President Eisenhower's proposal for exchanging blueprints of military establishments and for mutual aerial inspection. Under such a program no country could catch another by surprise, he declared.

Replying to the welcome addresses of Mr. Hendee and Mr. Wadsworth, the general secretary of the Union, Mr. Touwaide, Belgium, said the international policy of the European gas industry has made great progress since the last International Gas Conference. Frequent contacts between the leaders of the gas industry have enabled them to frame a common policy on some of the major problems and to study the eco-

Outgoing IGU president, R. W. Hendee (left), Colorado Springs, Colo., congratulates his successor, Dr. Mario Boselli, Milan, Italy, upon his election during 6th Conference in New York

Panel chairmen included W. H. Davidson, U. S. A. (l) and W. K. Hutchi son, delegate from Great Britain

General sessions speakers included E. Carl Sorby (left), Geo. D. Roper Corp.; F. M. Banks, A. G. A. head

IGU leaders confer with Ambassador J. J. Wadsworth (2nd from left). They are (l. to r.) M. Brabant, honorary president, Belgium; Mr. Hendee, retiring president; and Pierre Maugin, France, vice-president

Highlight of conference was dinner for delegates at Hotel New Yorker. Shown above is Belgium delegation; Dr. Boselli at right

nomic problems of Western Europe.

Since the International Gas Union has been placed on the register, and has been granted a consultive status by the Economic and Social Council of the United Nations, its experts have participated in conferences pertaining to the evolution of the gas industry and its influence on the policy of the coal industry in Europe. Mr. Touwaide expressed the hope a better understanding between the nations will permit further study of problems of gas transmission, such as carrying natural gas from the Near East to Europe, or even the transportation of liquefied methane should such a process become practicable. He thanked the assembly for the contacts with American friends which will be of great benefit to themselves and to the future of the gas industry.

F. Marion Banks, president of A. G. A., and president, Southern California Gas Co., was the next speaker on Tuesday. He pointed out that the atomic energy conference at Geneva this summer demonstrated that the nations of the world can overcome barriers of language, ideology and geography to work toward greater understanding and advancement. The day has passed when nations must work on the same project in secrecy.

The increasing demand for gas has made the gas industry an important element in the economy of the United States, Mr. Banks said. At the beginning of 1955, natural gas was supplying about 25 per cent of the total energy needs of the nation. Today the nation is served by a network of more than 465,000 miles of pipeline that serves almost every part of the nation. With few exceptions gas pipeline companies and utilities here are regulated by municipal, state and federal governments, and in most cases by more than one agency. Yet, almost all of the gas industry's growth in this country has been financed by the public through the purchase of debt and equity securities.

Mr. Banks described the work and achievements of the industry's cooperative Promotion, Advertising and Research plan and the work done at the A. G. A. Laboratories in Cleveland and Los Angeles where more than 6,000 models of gas appliances are tested annually to assure the public such appliances meet rigid requirements as to safety, durability and efficiency. He offered the facilities of the A. G. A. to all members of the International Gas Union for any help needed.

After reports and the election of officers, at which time Dr. Mario Bosselli, director of the Electric and Gas Association of Milan, Italy, was elected president of the International Gas Union for the next three years. A film depicting gas drilling, pipeline construction and underground storage operations in the United States, was shown to delegates.

E. Carl Sorby, vice-president, The Geo. D. Roper Corp., Rockford, Ill., told delegates the gas industry in the United States served nearly 33 million residential gas customers with LP-Gas and utility gas. Commercial and industrial customers bring this figure above the 35 million mark.

Describing American sales methods that enabled the U.S. gas industry to capture such a great market, Mr. Sorby said that the philosophy of selling started with telling prospects about the product and then telling them how to use it. The importance of developing confidence in others and having them develop confidence in you is a big factor in making business grow, he said.

Reporting to the IGU, Mr. Hendee, current president of the Union, pointed out the many features on the program that had been arranged by the Committee on Arrangements, ap-

pointed by the board of directors of the American Gas Association and ably headed by E. W. Doebler, president, Long Island Lighting Co., Mineola, N. Y. The primary purposes of the International Gas Union are the cultivation of fraternal relations amongst its members; organizing periodical conferences and publishing reports on such congresses; and in establishing and maintaining an information bureau for the exchange of ideas and techniques developed in the industry and carried out in gas works of various countries.

Because of the mutual understandings and friendships generated by the IGU, much exchange of information has been going on between individuals of the various associations and between the associations themselves, Mr. Hendee said. The Union has been greatly interested in the "Bechtel Project" of piping natural gas from the Middle East to Europe, but due to obvious political and economic reasons, nothing has come of the project to date.

Programs on Tuesday afternoon and Wednesday morning were devoted to the various technical aspects of natural gas transmission and the production and distribution of natural gas. Separate panel discussions were headed by Walter H. Davidson, vice-president, Transcontinental Gas Pipe Line Corp., Houston, Texas, and W. K. Hutchison, president, The Institute of Gas Engineers, London, for gas transmission-distribution, and gas production respectively, on Tuesday p.m.

On Wednesday, Marc Ferlet of France, headed a session on gas utilization, and Mr. Hutchison reconvened the gas production meeting. The afternoon of Wednesday was devoted to a visit to the Brooklyn Union Gas Company.

After a discussion on gas industry education and training in Great Britain, and a report on gas conditioning and the topic of achieving essential requirements and specifications for gas appliances on an international basis, Colonel W. F. Rockwell, Pittsburgh, spoke on the American viewpoint on world trade.

Speaking from a background acquired through many visits to Europe over a period of forty years, both as a business representative of trade groups and as a representative of the U.S. government with the Mutual Security Agency, as Assistant to the Secretary of Defense, and with NATO, Mr. Rockwell marked the difference in attitudes of fellow members of trade committees abroad, and with representatives of other nations on an official basis. Free conversations on business topics, seeking to establish better business relations, were the general rule. However, official representatives of nations can seldom express personal viewpoints. The businessman gains a far better understanding of current conditions through casual conversations than the official representatives whose activities and conversations are controlled by protocol, the speaker said.

Colonel Rockwell pointed out that many people at home and abroad believe that the U.S. can help Western European recovery by opening our home markets to European producers.

But, the speaker said, our country became a chief creditor country of the world, not through prewar exports but through loans of material and money during the war when allies could not meet their own war requirements, and by postwar loans to both allies, and former enemy countries, as well as some neutral countries.

Delegates ended the New York conference with a visit to the United Nations, where more than 200 of our guests from neighbor nations were briefed on the purposes and objectives of the UN. After a luncheon in the delegates dining rooms, the visitors from Europe toured the UN.

Luncheon in the United Nations delegates dining room and a tour of UN facilities took place Thursday afternoon. Shown above are delegates and their ladies gathered before UN Assembly Building

Philadelphia area gas companies and manufacturers were hosts for preconvention tour. Above, Philadelphia Gas Works employee acts as guide during showing of company works and city's historic scenes

Guest at UN luncheon was gas industry's "Mrs. America" (center). With her are Swedish delegate Bengt Nilsson, Stockholm, and Mrs. Nilsson

Time out—to think!

Particip

manage

were test

Stage and actors are ready for Lansing's 3-day "1954 Demonstration City Cooking Show." In foreground are ranges supplied by appliance dealers, whose cooperation was sought and gained

By OTTO E. ZWANZIG

Director of PAR Plan
American Gas Association

During the last few years we had been so busy 'doing' in providing service to a rapidly growing population, and in trying to obtain an adequate gas supply, that management was hard pressed to find time to study and contemplate recent changes in the competitive gas picture and in marketing practices. Participation in the Demonstration City Program was most welcome, as it compelled us to take time out to think."

Thus did Claude Mulligan, vice-president of Consumers Power Co., characterize one of the real benefits which management derived from its decision to designate Lansing as one of the ten cities participating in A. G. A.'s Action Demonstration City Program.

"That does not imply, of course," Mr. Mulligan continued, "that we had not stopped to think in our day-to-day operations. But we now had the incentive and necessity to analyze in detail accepted practices, and to determine which should be modified, intensified or even abandoned.

"One of the first steps was to re-study pre-war sales practices and policies, when the company had to scurry for additional gas load, to ascertain which of these might merit re-testing. Simultaneously, new ideas and plans were considered constructively for each application in the Lansing area."

Lansing, a city with 100,000 population in 1954, was selected as Consumers Power Company's Demonstration City for several reasons. It is Michigan's capital, and has long been one of the most keenly competitive areas in which electric service is supplied by an aggressive municipal utility. Sales and service policy innovations that proved successful and profitable in this Demonstration City would undoubtedly merit extension to other parts of the company's territory. And this expectation has been realized.

The company's territory is blessed with domestic gas rates which are low in comparison with cost of competitive heating fuels. As a result, however, the company has been unable to keep abreast of consumer demand for gas space heating service. Despite the increase in heating customers from 39,000 in 1946 to over 176,000 at present, there are still 70,000 on the waiting list.

Consumers Power, therefore, has been hampered by the necessity of gas househeating restrictions during much

ction Demonstration Program provided Consumers Power

incentive to re-study sales practices and polices. Both new and old ideas

ing, Michigan, then applied throughout territory

of the post-war period. Obtaining adequate gas supplies has been a very important problem.

Management has nevertheless endeavored to assure continued customer acceptance of the other domestic uses of gas service, a task which has been somewhat more difficult, due to the limited supply of heating gas. Also, company policies have inevitably been tempered to provide gas extensions to serve new customers, in view of contemporary high main extension costs.

This, then, is the environment in which the Lansing Demonstration Program was started in the summer of 1953 under the immediate direction of William R. Carlyon, division manager. A local market survey at the outset provided quantitative facts which have since been invaluable for the implementation of various activities. While gas cooking saturation in the area was found to be less than the company desired, it proved to be considerably greater than had been implied by annual reports of electric cooking saturation appearing in a national publication.

Survey results were used in dealer and manufacturer representative meetings as evidence of the untapped Lansing market for gas appliance sales. They also became the basis for planning the various special promotions during 1954 and the current year. So valuable were the findings of this survey as a management tool, that shortly thereafter similar studies were undertaken in Saginaw, where Consumers Power Company supplies gas and electric service, and in Grand Rapids, where it furnishes electric service only.

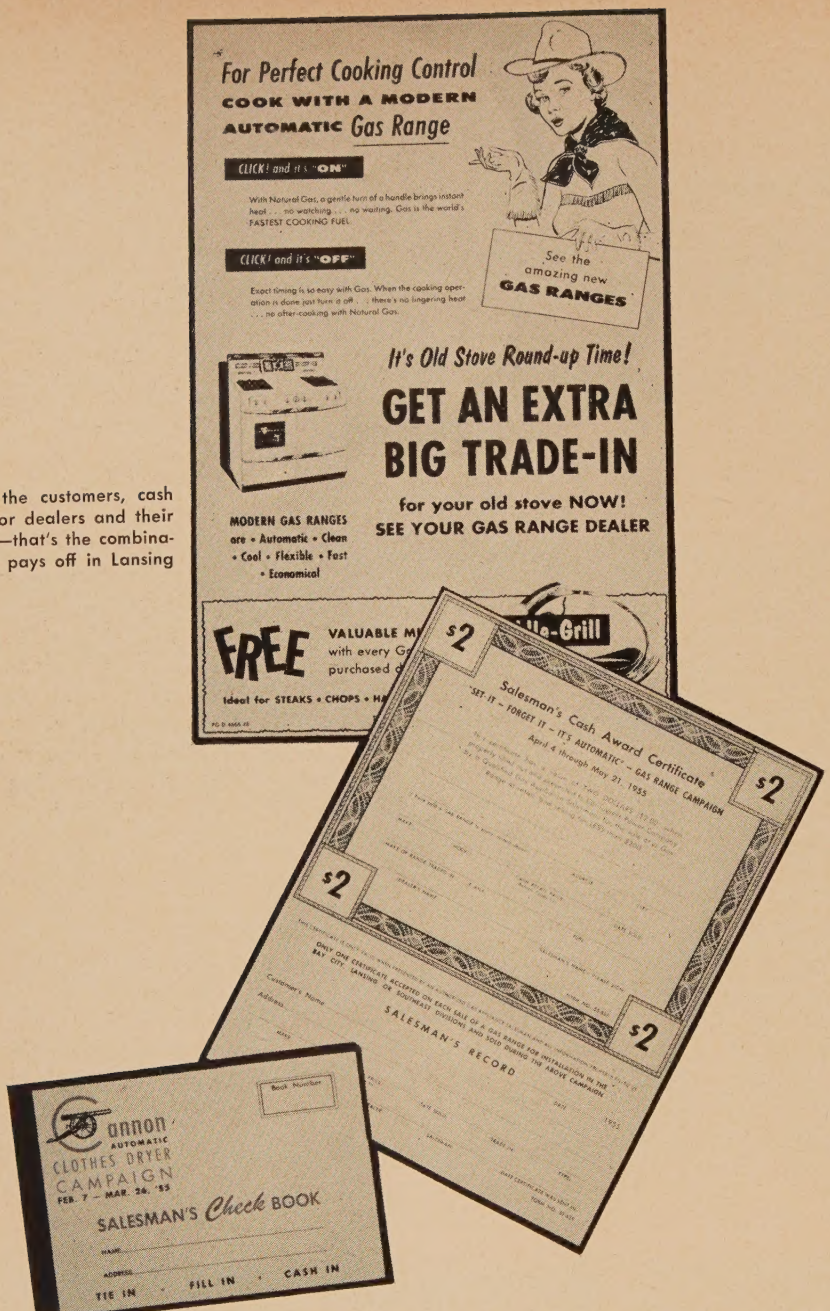
Here, then is the **first lesson** learned in Lansing which has been applied elsewhere in the company. Recently, as part of another study, saturation data were obtained for all major electric and gas appliances throughout Consumers Power Company territory.

The very idea of the Lansing Demonstration City Program has undergone a transition since its inception. Originally conceived primarily as a one-year program to prove the soundness of intensified application of the A. G. A. Action Program for gas companies, the plan is now recognized by Mr. Mulligan and other Consumers Power executives as a more or less permanent part of sound sales management techniques. This may well be considered **lesson two.**

The 25,000 gas customers in Lan-

Planning team for Lansing Demonstration City activities meets to map new campaign. Left to right: R. W. Casey, W. E. Carlson, sales advisors; W. R. Carlyon, division manager; his assistant, R. H. Lawlor

Meetings are held to spur dealer enthusiasm for Demonstration City campaigns. Here a top national speaker, E. Carl Sorby, Geo. D. Roper Corp., helps kick-off Old Stove Round-Up range sales drive


For Perfect Cooking Control
COOK WITH A MODERN AUTOMATIC Gas Range
CLICK! and it's "ON"
With Natural Gas, a gentle turn of a handle brings instant heat . . . no watching . . . no waiting. Gas is the world's FASTEST COOKING FUEL
CLICK! and it's "OFF"
Exact timing is so easy with Gas. When the cooking operation is done just turn it off . . . there's no lingering heat . . . no after-cooking with Natural Gas.
See the amazing new GAS RANGES
It's Old Stove Round-up Time!
GET AN EXTRA BIG TRADE-IN
for your old stove NOW!
SEE YOUR GAS RANGE DEALER
MODERN GAS RANGES are • Automatic • Clean • Cool • Flexible • Fast • Economical
FREE
Ideal for STEAKS • CHOPS • HA
$2
Salesman's Cash Award Certificate
"SET IT – FORGET IT – IT'S AUTOMATIC" – GAS RANGE CAMPAIGN
April 4 through May 21, 1955
SALESMAN'S RECORD
Cannon AUTOMATIC CLOTHES DRYER CAMPAIGN
FEB. 7 – MAR. 26, '55
SALESMAN'S Check BOOK
TIE IN
FILL IN
CASH IN

Ads for the customers, cash awards for dealers and their salesmen—that's the combination that pays off in Lansing

sing represent about six per cent of the company's gas customers. They provide an opportunity for controlled marketing and promotional experiments—an opportunity to try potentially good ideas not previously authorized for application.

Additional costs are kept moderate since they affect only about one seventeenth of all customers until they have proved their worth as sound business expenditures. Approximately $2.25 per customer extra sales promotion expense, or $53,000 additional was spent in Lansing.

In Mr. Carlyon's words, "These greater expenditures in 1954 were very much justified. And with the ever increasing competition for the consumer's dollar—not merely between gas and competitive appliances, but even more important, between gas appliances and TV sets, automobiles, etc.—gas companies must become reconciled to continuing higher levels of sales costs."

With recognition of the Lansing experiment as a permanent operation in 1955, the company has reduced only very moderately the level of last year's expenditures and activities, and then only as found to be justified by last year's experience. One less special promotion has been scheduled. In 1954, there was hardly a time without at least one of the seven such promotions in effect, and there were actually several overlaps.

It was soon learned that too many promotions are not only wasteful but also tend to diminish dealer enthusiasm—**lesson three.**

An important cornerstone of the Lansing program is that it has been reviving dealer confidence that more gas appliances can be sold, and sold profitably. While the company is an active appliance merchandiser, its own retailing organization is considered as just one local appliance dealer.

A second residential sales supervisor was hired with specific and sole responsibility to work with the 25 plumbers and 30 dealers in Lansing. In practice the original sales supervisor, who also works with dealers beyond the Lansing area, also devoted most of his time to the Lansing program.

Simultaneously, the home service staff was doubled to provide greater assistance for dealer floor demonstrations and adequate home "follow-ups" for the anticipated—and realized—greater gas appliance sales.

One of the outstanding, if not the most outstanding, accomplishments of the Lansing experiment has been this revived faith by company personnel and dealers alike that more and better gas appliances can be sold. This may well be considered **lesson four.** How this faith has been translated into realization is attested by the table showing

(Continued on page 34)

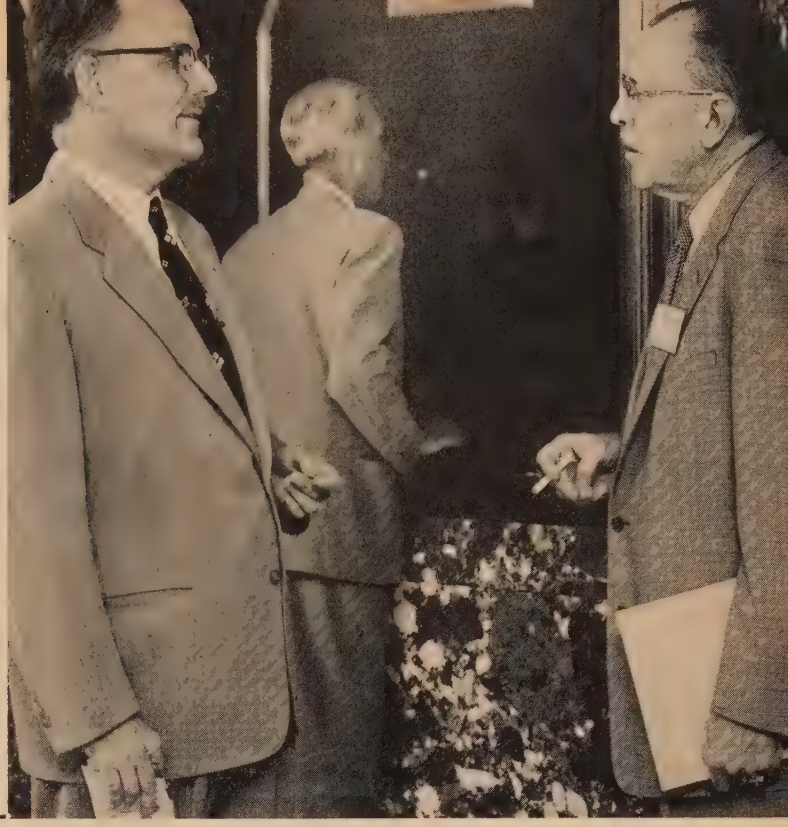
APPLIANCE SALES REPORTED, 1955

(Compared with similar periods, 1954)

Appliance	August, 1955 Dealers & Plumbers	August, 1955 Company Appliance Dept.	August, 1955 Total	First 8 months, 1955 Dealers & Plumbers	First 8 months, 1955 Company Appliance Dept.	First 8 months, 1955 Total
Gas range	+ 29.9%	+133.3%	+ 54.5%	+ 67.8%	+39.1%	+58.3%
Gas water heater	— 40.6%	+143.8%	— 5.9%	+ 24.5%	+19.4%	+23.1%
Gas refrigerator	a	— 39.3%	— 51.4%	a	+34.0%	+14.8%
Gas clothes dryer	+116.7%	a	+113.5%	+104.2%	—14.3%	+69.9%
Gas incinerator	a	a	a	+ 69.2%	+87.0%	+74.7%

[a] Sales insufficient to provide meaningful percentages.

Straight talk on customer relations



● Aware of the need for an effective customer relations training program for utilities, the American Gas Association and Edison Electric Institute joined efforts in composing such a course. Based upon three years of intensive research, a customer relations kit containing a 200-page training manual, five sound-slide films, and follow-up booklets for distribution to employees, was published last year. The following conversation, founded on the experiences of Hoosier Gas Corp., Vincennes, Ind., is one of many testimonials to the success of the endeavor.—Editor.

What's all this we're hearing about the A. G. A. customer relations training material? We smaller companies can't afford that kind of stuff! It would probably work fine for you big boys, but we little fellows can't afford the big company frills.

Now hold on just a minute, Fred. What would you say if I could give you an example of a small company that is successfully using the customer relations material?

There must be a gimmick in it somewhere, but tell me about this rich little outfit.

Did you say rich? Well, this outfit did make a profit; but on revenue of $1,137,000 you can't make too big a profit. They actually are rather typical in their net income. They are not any richer than your company is.

Then they must have been trying to put out a fire or something. I bet they are worried about a franchise renewal or a rate case. Their customers really must have had them over a barrel.

No, Fred, you're wrong again. They weren't faced with any really pressing problems. Management had been a bit dissatisfied over the customer relations the company had, but everything was going along in a reasonable fashion. They just wanted to improve things.

Well, why didn't they talk to the employees? A few good lectures and some supervisory follow-up should do the job.

Using just that type system, the company had managed to establish fairly good customer relations. The supervisors used to talk to the employees about things they had noticed being done wrong, or poorly. The results of this type of training were not too good. Management wanted to have better customer relations, but this system just couldn't produce it.

Why didn't they have someone write up some material on the subject, or create a training course or something?

In a small company, aren't most supervisors wrapped up in operating problems? This outfit didn't have anyone with the time and background to do a good job in a reasonably short time. Creating their own material just wasn't a very practical solution.

You have disagreed with me on everything I've said so far, and you seem to have the stuff to back it up. I'm a bit curious about this outfit. Why don't you give me the whole story?

All right, Fred, I will. But just what do you want to know?

First, give me the name of the company and a rundown on its size and operation. Second, I want to know what they were doing before using the A. G. A. kit, and how things were going. I think you have already covered part of this. Third, I want to know why they bought a kit. What was their thinking? Fourth, how did they use it? Who was the instructor and what were his qualifications? Fifth, what did it accomplish? Was it worthwhile? Was the cost justified? In fact, what was the cost? And last, I would like to know of any advice they can offer to us smaller outfits. I know this is a big order, but if the rest of the story measures up to what you have already told me, I might just recommend that we buy a kit.

All right, Fred, here's the whole story as I got it from one of their officers last week. The company involved is the Hoosier Gas Corp., 19 North Fourth St., Vincennes, Indiana. This company employs 75 people and serves about

12,600 customers. Total revenue for 1954 amounted to $1,137,000.00. The area the company serves is situated in southwestern Indiana, and is preponderantly rural. About 60,000 people live in the service area of approximately one thousand square miles. Ten towns are served by the company.

How did this company handle customer relations training before using the kit? As a supervisor noticed an employee mishandling a customer contact, he made note of it. Later, the supervisor would have a talk with the employee and straighten out the matter. He might, also, add additional material if he felt the employee needed the information. The program did not go beyond the supervisor coaching the employee. No formal material was used and the training was carried out as needed, but not according to any specific plan. The results of this training were not as effective or lasting as desired. The content was also spotty and variable.

Why did this company purchase a customer relations kit? The management felt that a better customer relations training approach was needed. According to A. S. Hiltpold, assistant secretary and treasurer, there were no blazing fires to be put out, nor were there any serious problems in the area of customer relations. The former system of training did a fairly adequate job, but management wanted a better job.

A member of management was assigned to create a new program. After surveying the possible candidates and evaluating their work load, it was clear that no supervisor was in an immediate position to assume such a task. Moreover, there was no one with sufficient background in training and instructional courses. There were no specialists on customer relations. There were supervisors of this function, but they had many other duties in addition.

Consequently, no one in this company was really an outstanding person qualified to develop the program which management felt was needed. The A. G. A. kit seemed to be just the thing. The company surely couldn't produce a comparable program for the price, and it couldn't hire anyone to do it for the price. The kit was the answer to their problem.

Kit shown at left, product of A. G. A.-EEI research, has proven training worth in large, small companies

How did they use the kit? In September of 1954, the company received its A. G. A. customer relations kit and the necessary equipment. The responsibility for developing the company's use of the material was given to Mr. Hiltpold. Let's review his qualifications. First, at no time has any of his work involved direct customer contact or direct supervision of those who do have customer contact. As for training as a discussion leader, all his preparation stems from what he has learned while supervising employees. His formal training in the area of instructing and leading customer relations meetings seems to be no different from that of any successful member of the management team.

Mr. Hiltpold's preparation for handling the meetings was based upon a study of the manual provided with the kit. After reviewing the manual and the films, he felt that he could conduct the meetings with the employees. When asked about the amount of time this preparation required, he found it difficult to establish an estimate. It is his opinion that the preparation is not a time consuming job.

All the employees of the company attended a meeting covering the general topic of customer relations. The film "One Bad Apple" was used. Three meetings were required to cover all the employees. The first meeting covered the office personnel; the second meeting covered the distribution department employees; and the third meeting covered the transmission department. These meetings were held on company time and premises. They lasted about one hour each. Attendance averaged 25 employees per meeting.

The format for the meetings was based on the outline contained in the manual. The trailer questions were used as part of the discussion period. The employees were receptive to this plan for the meetings and genuinely participated in the discussions.

The material on the use of the telephone was the basis for one meeting attended by all the personnel who normally use the telephone as part of their jobs. About 25 people were in this category. Following this meeting, the program was suspended for the summer months. It is planned to start the program again in autumn, using the other three films as the basis for the meetings. The participants will be selected on the basis of their job activity as covered by the topic under discussion at the meeting. It is anticipated that one meeting on each subject will suffice.

After the employee groups have seen the appropriate films once, what is then done with the material? Mr. Hiltpold's answer to that question is to wait a few months and start the cycle again. For those who have already seen the films, the meetings should serve as a refresher course. For those who are employed after the first showing, the meetings will serve as the first formal training on the subject of customer relations.

What were the results of the pro-

(Continued on page 38)

INGAA convention hears vigorous plea for greater cooperation between all segments of gas industry

Cooperative selling key to unity

By F. M. BANKS

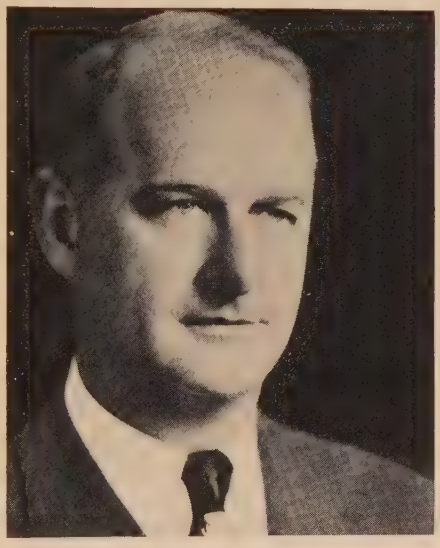
President, American Gas Association
President, Southern California Gas Company

The natural gas industry, as is well known to everyone here, is composed of three separate and distinct functions: (1) Exploration, development, production and gathering of natural gas in the field; (2) Long-distance interstate transmission of natural gas in large diameter pipelines at relatively high pressures; and (3) Local distribution in cities and rural communities through a system of smaller diameter lines, and generally at lower pressures.

In terms of corporate organization of the industry, there are many companies engaged solely in the business of production and gathering just as there are many other companies engaged solely in interstate transmission and still others engaged solely in gas distribution. However, there are some pipeline companies that are also engaged in production, and there are some distribution companies that are also engaged in transmission and production operations as well.

Now I am well aware of the fact that the producers generally regard themselves as not being a part of the natural gas industry. But, as I see it, so long as such vast public interest attaches to the process of supplying gas to the public, just so long will the public look upon each of us as part of a single industry and will expect of us such conduct and actions as befit corporations who have a full sense of responsibility for the public good.

Because, however, of the complex and varying character of the operations of individual companies which have grown out of special historic and geographical circumstances, different managements sometimes arrive at different conclusions. Sometimes these are diametrically opposed conclusions with respect to matters of public policy.



President Banks proffers "cooperation" of A. G. A. in "an approach to conciliation and mediation of intra-industry conflicts"

Needless to say, there have been over the last year a great number of different ideas and interpretations as to what program should be followed in the wake of the Supreme Court decision in the now famous Phillips Petroleum case, and with special reference to the desirability of remedial legislation.

It is not my purpose here to list the arguments in support of the Harris Bill or any other substitute bill to amend the Natural Gas Act, nor is it my purpose to recite the contentions that some have urged against enactment of the Harris Bill in its present form. What I would like to say is that the producers have been in substantial agreement among themselves as to a program that has for its single purpose the exemption of independent producers from price regulation by the Federal Power Commission.

Many of the interstate pipelines and some of the distribution companies throughout the U. S. have supported this program to exempt the independent producers from regulation. However, a large number of distribution companies have taken a different position and have urged Congress either to pass no legislation or to modify the language of the Harris Bill so as to provide for what they describe as "more adequate protection" for distributing companies and ultimate consumers.

The Harris Bill passed the House by the slender majority of 209 to 203. It will now presumably go before the Senate in the early months of the next session of Congress.

I would greatly hope that between now and then some means may be found for bringing the gas distributing companies, the pipeline companies and the producers into greater agreement with each other as to the fundamental needs of the industry. To me, it seems vitally important that the natural gas industry act as a team with greater coordination of purpose than has characterized it recently.

(Continued on page 33)

An address before the Independent Natural Gas Association of America. Annual Meeting at Jasper National Park, Canada, September 11-14, 1955.

Striking modern kitchen in Arts for Western Living Exhibit has unit containing (l. to r.): Western Holly gas broiler-rotisserie, two Western Holly built-in ovens, Servel refrigerator

Close-up view shows pre-production horizontal icemaker refri erator, 12 cubic feet capacity, with freezer, two storage uni

Elaborate exhibits at Los Angeles County Fair feature latest gas built-ins, including refrigerator

California premiere for new gas appliances

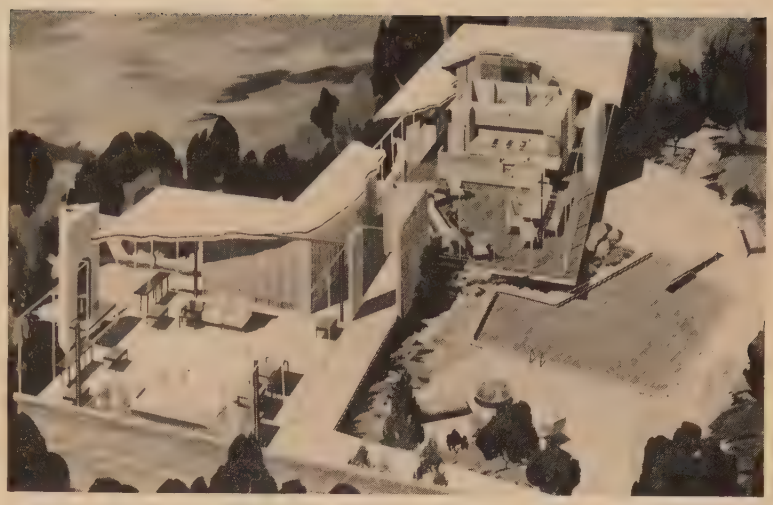
Kitchens in two elaborate exhibits at the Sept. 16-Oct. 2 Los Angeles County Fair in Pomona, Calif., tell a complete story on the modernity and beauty of gas appliances.

Between the two—one a kitchen set in the "Arts in Western Living" exhibit, the other a kitchen in a steel-frame model house—they spotlight four brand new gas appliances.

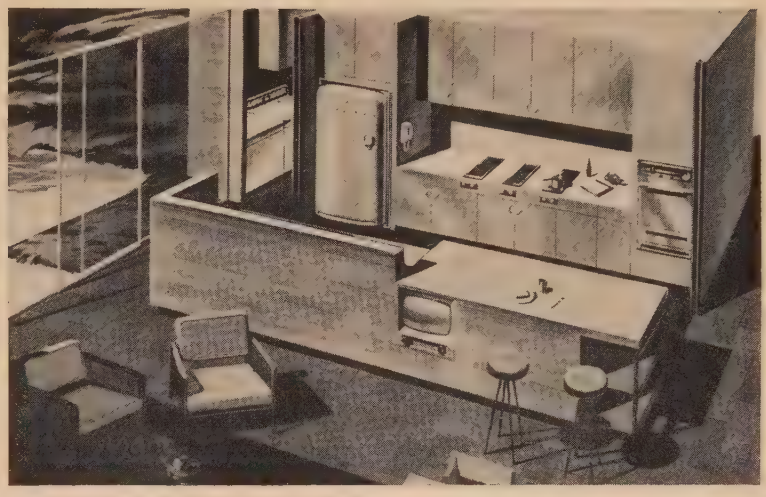
The Arts in Western Living exhibit kitchen introduces a pre-production Servel horizontal built-in refrigerator; a Western Holly built-in combination rotisserie-broiler; and an O'Keefe and Merritt built-in combination washer and gas dryer.

The uniquely conceived steel frame

Above: Steel frame 1955 Pavilion house shown at the Los Angeles County Fair, Sept. 16-Oct. 2
Below: Kitchen-family room area of the house contains a new Roper built-in double oven



tract mural serves as visual tie between main kitchen, recessed dry area. Built-in washer-dryer makes its premiere here



house will feature in its first public showing a built-in, double oven Roper, in addition to a built-in Servel refrigerator and the Whirlpool washer and gas dryer. Helping design this kitchen was the kitchen planning bureau of Southern Counties-Southern California gas companies.

The 1955 steel frame Pavilion house, as shown in the photograph (top, right), is made of four light steel frame bays upon which the entire structure is literally "hung."

The model was shown under the sponsorship of the Building Contractors Association of California.

The photo beneath shows the kitchen-family room area of the steel house, with its specially designed steel cabinets and color matched appliances. The two areas may be separated visually by dropping a roll curtain.

The kitchen in the Arts in Western Living exhibit dramatically treats the built-in ovens, rotisserie-broiler, and Servel as an architectural unit. The group is tied in by use of yellow ceramic tile which complements the burnished bronze baked enamel finish of the appliances.

Other features of the kitchen, designed by Robert W. Kite, AIA, are two large sink islands, one of which contains the top burners of a built-in range; a desk area where the homemaker may keep accounts; a luminous ceiling and back wall which provide natural lighting for the entire space; a swivel-mounted television set which offers the homemaker easy viewing at any time of the day, and an adjoining garden patio.

The horizontal Servel was designed by Darwin Teague, nationally famed industrial designer. It has a 12-foot capacity and is composed of three units: ice-maker and freezer unit, and two units for regular food storage and vegetable compartments.

Placement of appliances in both kitchens was handled by Edward B. Patterson, manager of the Natural Gas Bureau—a sales function of both Southern Counties and Southern California gas companies —with the cooperation of the various manufacturers.

Facts and Figures

Prepared by A. G. A. Bureau of Statistics

Shipments of 219,300 automatic gas water heaters during July were the highest ever recorded for that month. Shipments in July were up 15.2 per cent over the 190,300 units shipped the same month of last year. Shipments of 1,623,400 units during the first seven months of this year were 22.9 per cent higher than for the first seven months of 1954.

Gas range shipments during July aggregated 149,500 units, up 11.2 per cent over the 134,500 units shipped during July 1954. There were 1,279,500 gas ranges shipped during the first seven months of 1955, up 13.9 per cent over shipments for the same cumulative period ending July 1954. July shipments of 67,800 gas-fired furnaces were 27.4 per cent higher than shipments made in July of 1954.

New housing starts during July were estimated at 115,000 units down slightly from a year ago when 116,000 units were started. This is the second successive month in which housing starts have declined from previous monthly starts. However, preliminary figures indicate a reversal of this trend for the month of August showing an increase, with starts estimated at 123,000 units.

Although the number of housing starts in July declined somewhat from a year ago, gas appliance sales have continued to show gains. It should be borne in mind that appliance sales usually materialize when the homes are nearing completion. Thus the gains reported in gas appliance sales reflect sales based upon the completion of homes started some six to eight months ago and not of those homes currently in the starting stage.

Shipments of 16,900 automatic gas dryers were 27.0 per cent greater than in July 1954, while shipments of 43,600 electric dryers were up 58.9 per cent

(Continued on page 36)

SALES OF GAS AND ELECTRIC RESIDENTIAL APPLIANCES DURING JULY, 1955

(WITH PERCENT CHANGES FROM THE CORRESPONDING PERIOD OF THE PRIOR YEAR)

	July		June		Six Months Ending June 30, 1955	
	Units	Percent Changes	Units	Percent Changes	Units	Percent Changes
RANGES						
Gas	149,500	+11.2	196,500	+12.7	1,130,000	+14.3
Electric	97,900	+ 7.1	120,100	+22.4	819,500	+21.9
WATER HEATERS						
Gas	219,300	+15.2	227,100	+ 9.9	1,404,100	+24.2
Electric	77,100	+15.8	92,700	+27.0	475,800	+18.6
GAS HEATING						
Furnaces	67,800	+27.4	73,300	+28.1	344,300	+36.7
Boilers	7,400	+12.1	7,100	+ 6.0	30,000	+ 6.0
Conversion Burners	13,300	—33.2	16,000	—18.8	56,800	—30.6
DRYERS						
Gas	16,900	+27.0	17,000	+68.2	135,800	+64.9
Electric	43,600	+58.9	53,600	+165.6	396,100	+87.2

PERTINENT BUSINESS INDICATORS, JULY

(WITH PERCENT CHANGES FROM CORRESPONDING PERIOD OF THE PRIOR YEAR)

	July			June		
	1955	1954	Percent Change	1955	1954	Percent Change
Industrial activity (1947-1949 = 100)	140	123	+13.8	139	124	+12.1
Consumer prices (1947-1949 = 100)	114.7	115.2	— 0.4	114.4	115.1	— 0.6
Housing starts, Non-farm (thousands)	115.0	116.0	— 0.9	129.0	116.5	+10.7
New private construction expenditures ($million)	2,774	2,387	+16.2	2,669	2,273	+17.4
Construction costs (1947-1949 = 100)	148.4	141.7	+ 4.7	145.7	138.7	+ 5.0

GAS SALES TO ULTIMATE CONSUMERS BY UTILITIES AND PIPELINES DURING JULY

(MILLIONS OF THERMS)

	1955	1954	Percent Change
Month of July			
All types of gas	4,123.5	3,959.1	+4.2
Natural gases	3,930.5	3,772.8	+4.2
Other gases	193.0	186.3	+3.6
Twelve Months Ending July 31, 1955			
All types of gas	64,160.6	59,337.3	+8.1
Natural gas	60,736.8	56,097.6	+8.3
Other gases	3,423.8	3,239.7	+5.7
July Index of Total Gas Utility Sales (1947-1949 = 100)	193.6	185.9	+4.2

Note: Tabulation of customers, sales, and revenues appears on page 36.

Field test new air conditioner

A milestone in the gas industry's campaign to win a greater share of the air conditioning load was passed last month when Servel, Inc., announced that 100 experimental models of a "revolutionary" new 3-ton single-coil "all-year" gas air conditioner are being placed with gas utility companies over the nation for extensive field testing.

Already in the field test stage are 33 units of a new model produced by The Coleman Co., Inc., reported in the September issue of A. G. A. MONTHLY. The new Servel unit is an improved version of its present absorption type air conditioner, while Coleman utilizes a mechanical compressor powered by a gas-operated engine.

The new Servel unit, presently called the XFC-96-G, is a product of five years' research, development and in-plant testing. Direct fired, it provides both heating and cooling for an entire home through a single gas-operated heat exchanger. It is approximately one-half the size and weight of Servel's present 3-ton unit. Unlike earlier 3-ton air conditioners, it requires no field assembly.

The 100 units will be placed in areas representing all climatic conditions. The gas utility firms will maintain detailed records on installation and operating costs, performance, and service requirements.

Servel said other significant advancements of the experimental model are:

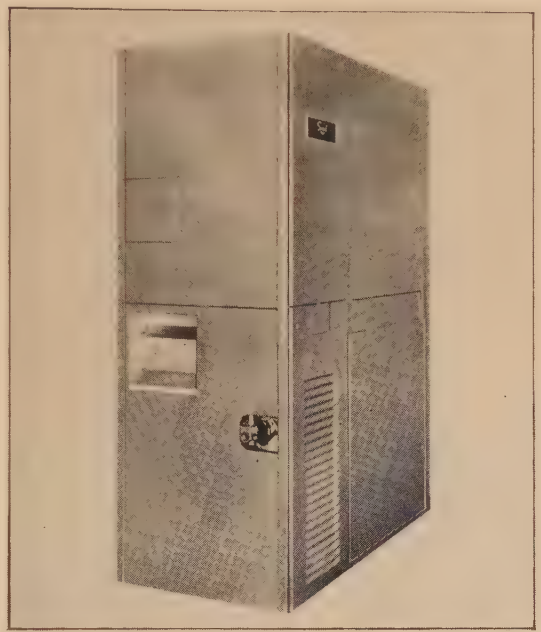
(1) Servicing requires access on only one side. Earlier 3-ton models require access on both an end and a side.

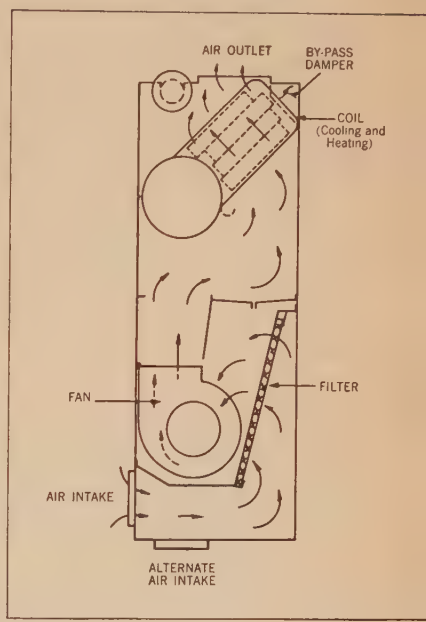
(2) Only one crate must be opened. Earlier models come in several crates or packages, must be assembled in the field.

If the field tests confirm Servel's expectations, the new unit will be in production by mid-1956. When built under production-line conditions, its cost is expected to be lower than that of earlier 3-ton models.

Thus Servel's research has been aimed

(Continued on page 37)

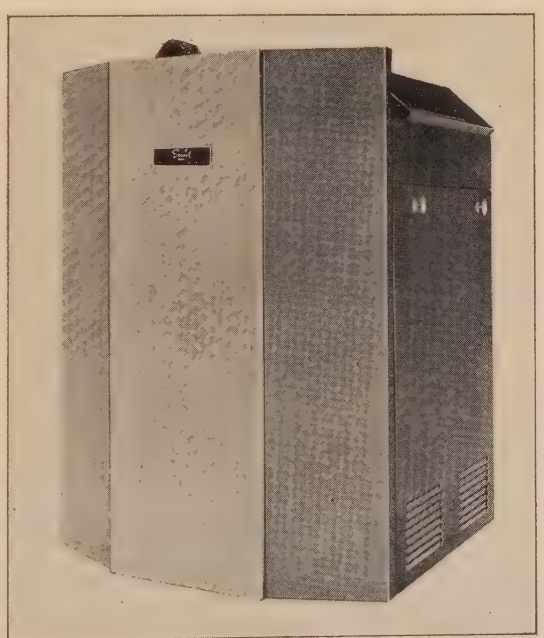


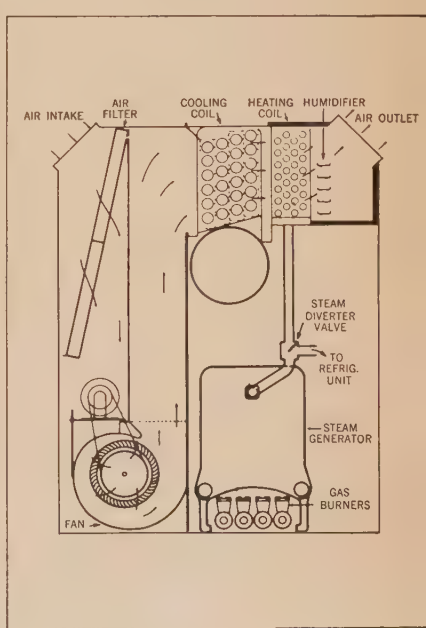


NEW MODEL

Dramatic contrast in size between new 3-ton "all-year" air conditioner (above) and present 3-ton model (below) is reflected in these views. New model is 27-inchs wide as compared with 51⅜-inch width of present model. Similar gains in compactness and simplicity are graphically demonstrated by schematic drawings of air flow. Separate heating and cooling coils of present model are combined into single coil in new model, while steam generator is eliminated by direct firing

PRESENT MODEL





Accident Prevention Committee chairman Leo R. Nuhfer (l.) greets incoming chairman, Robert E. McEldowney, Jr., during seventh annual committee conference, Sept. 14-15

Safety conference told accident rate declines

The gas industry in the past few years has shown steady progress in reducing the frequency and severity of injuries to its employees. They have dropped with a high of 21.86 injury frequency rate in 1947 to 10.51 in 1954.

This encouraging report was submitted by R. N. Papich, safety consultant, American Gas Association, at the 7th Annual Conference of the Accident Prevention Committee of A. G. A. which was held in conjunction with the meeting of the Accident Prevention Committee of the Southern Gas Association, at Little Rock, Ark., September 14-15, 1955.

Mr. Papich went on to point out that about 35 per cent of the gas companies are responsible for nearly 75 per cent of all the industry's accidents, and that the industry should work to improve its position in the industrial accident prevention picture of the nation as a whole, since the relative rankings issued by the National Safety Council still did not present the gas industry in too good a light.

About 100 safety executives from the gas industry and allied industries attended the two day conference. Leo R. Nuhfer, The Peoples Natural Gas Co., Pittsburgh, chairman of the A. G. A. Accident Prevention Committee, presided at the opening session on September 14. He told delegates that our accident prevention record in 1955 should be the lowest on record, according to present indications. He urged that it be kept that way, through constant improvement each year.

W. Vance Smith, Oklahoma Natural Gas Co., Tulsa, chairman of the conference Program Committee for A. G. A., presided at the ensuing meetings. After outlining the purposes of the conference he introduced two speakers who welcomed delegates as co-hosts.

Carl E. Cloud, president, Midsouth Gas Co., Little Rock, welcomed the members of the conference to his home city. He praised the work of the Accident Prevention Committees, declaring that the people who do the work for the companies are the most valuable asset those companies own. The safety of these employees as well as that of the people comprising the customers, are of the utmost importance to all gas utilities.

Extend SGA welcome

Curtis Smith, vice-president, Tennessee Gas Transmission Co., Houston, and first vice-president, Southern Gas Association, welcomed the delegates on behalf of SGA. He said the direct benefits of safety programs could be measured in the lowering of the loss of man hours of work and the frequency rates. Indirectly, anything done to add to the popularity of a product, including safety practices, is a benefit. Mr. Smith pointed out that gas accidents, when they occur, are spectacular and make newspaper pages. The industry must convince the public that gas is as safe as it really is. Accidents in one company have a harmful effect on every company in the industry, he said. This was one of the big reasons why management must underline the importance of accident prevention.

Mr. Papich, in plotting on charts and slides the history of accident prevention in the industry, pointed out that it was necessary in all types of companies, small, medium and large. While about two-thirds of the gas industry is providing a near accident-free work environment, in many cases training courses for superiors showing how they can communicate accident prevention principles to employees, still were necessary.

In a joint discussion on underground construction hazards, John Y. Andrews, Niagara Mohawk Power Corp., Syracuse, N. Y., and Peter Barry, Rochester (N. Y.) Gas and Electric Corp., stressed the care that must be exercised in safeguarding both the public and employees in this phase of utility work.

Mr. Andrews told delegates the gas industry would spend about $1.3 billion on new construction this year with the majority of these funds being devoted to construction of transmission and distribution pipelines underground. Accidents

Welcome to Little Rock, Ark., was presented by Carl E. Cloud (l.) president, Midsouth Gas, and SGA Vice-President Curtis Smith, vice-president, Tennessee Gas Transmission

Mr. Cummings said the new code was necessitated by differences in compensation laws, which made other methods of measuring working incidents almost an absolute requirement. Safety is restrictive. It is competitive today with yesterday and tomorrow, he said.

At the afternoon session an illustrated talk on methods of protecting utility workers while they were engaged on street jobs was presented by W. N. Gentry and E. E. Bennett, Southwestern Bell Co., Little Rock. Several types of safety signs, flags, and lighting arrangements to warn motorists were shown.

Dick Car, Phillips Petroleum Co., Phillips, Texas, gave a talk on driver training as practiced in his organization.

John J. O'Toole, Utilities Mutual Insurance Co., New York, introduced an inexpensive sound slide film produced by the Long Island Lighting Co., with some assistance from Utilities Mutual. This "do it yourself" project was well received. "Chain Reaction" a movie on traffic courtesy and safety was shown by the Capitol Transit Co., of Little Rock, on behalf of the American Transit Association, producer of the film.

Thursday's program opened with a dramatic presentation: "What A Blind Man Sees," given by W. H. Bleakley, Abco, Incorporated, Pittsburgh. Mr. Bleakley lost his sight at nine years of age in a bow and arrow accident, regained it by an operation at 20, then lost it again in 1947 through a fishing accident. He told his audience that 27,000 persons lose their sight each year and from 50 to 75 per cent of these become blind needlessly through accidents that

(Continued on page 37)

in this field in the past four years clearly indicated the need of careful planning and introduction of all possible preventive measures to reduce the hazards causing such accidents.

Mr. Barry pointed out some of the ways and means of overcoming the three greatest hazards encountered in local distribution system underground construction. Dangers most often encountered in manholes and similar construction were flames and explosions; suffocation from lack of oxygen, and poisonous or toxic gases that can seep into manholes from many sources. Modern devices such as detectors, oxygen masks and other equipment will reduce accidents from such hazards. The importance of using such equipment must continually be impressed upon employees.

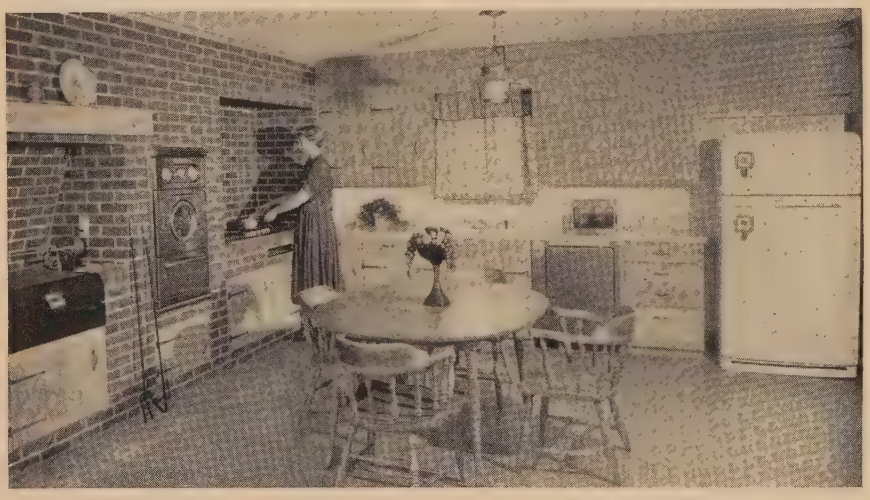
For some time it was difficult to obtain a clear picture of the accident frequency rates of utility companies because of different methods and standards used in reporting. In cooperation with the American Standards Association, a new code has been set up for reporting injuries in all types of industry to the National Safety Council. Charles Cummings, Hope Natural Gas Co., Clarksburg, W. Va., told delegates of the importance of the revised code ASA Z16.1, and urged its adoption by all gas utilities to permit a fair comparison of rates of injuries by the National Safety Council, an impartial agency.

Conference speakers included (l. to r.): R. N. Papich, A. G. A.; Charles Cummings, Hope Natural Gas; J. Y. Andrews, Niagara Mohawk Power; Peter Barry, Rochester Gas & Electric

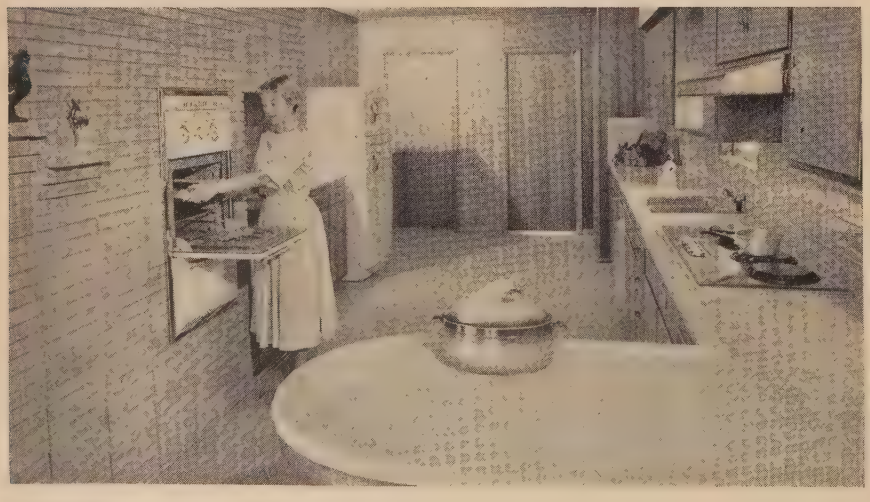
Panel members on accident prevention were (l. to r.): Avery Willis, R. M. Hutchinson, E. S. Beaumont, W. Vance Smith—moderator, Charles L. O'Reilly, and E. E. Edmonson

● *Texas gas utilities cooperate with manufacturers to win competitio*

Gas appliances sweep Texas home 'parades'



Early American motif lends atmosphere of naturalness to Dallas combination family room and kitchen containing Western Holly stainless steel built-in oven and top burners, gas refrigerator



Yellow gas appliances and Roman brick wall blend with pastel counter tops and Philippine mahogany in this spacious kitchen. All the models in photos are Lone Star Gas Company employees

A resounding victory in the all-out battle for the kitchen, househeating, home air conditioning and home laundry markets has been chalked up by three Texas gas utilities, working hand in hand with gas appliance manufacturers.

The hundreds of thousands of home seekers who inspected the 244 new homes comprising parades of homes held in six Texas cities in connection with National Home Week, September 10-18, saw 1,232 gas appliances and less than 160 of their electric counterparts.

"Parades of Homes" were held in Fort Worth, Dallas, and Wichita Falls, served by Lone Star Gas Co.; Austin, served by Southern Union Gas Co.; and Amarillo and Lubbock, served by Pioneer Natural Gas Company.

Of the 244 homes in the six parades, 241 contained fully equipped kitchens. One hundred and ninety-eight of these kitchens were equipped with gas-fueled cooking units. Only 43 had electric cooking units.

Refrigerators were installed in 162 of the kitchens. Of these 162, 136 were Servels, mostly icemakers, and a number of built-ins. Approximately 26 were electric refrigerators.

Automatic clothes dryers were installed in 120 of the homes, with the count favoring gas-fueled units 111 to 9. Gas water heaters were standard equipment in all the homes.

Gas utilities and gas appliance dealers were successful in having gas central heating units installed in all the homes, and a total of 248, or 94.3 per cent, of the 269 bathrooms in the 244 homes were equipped with gas wall heaters. Only 21 of the bathrooms received heat from competitive heaters.

Ninety-three homes were air conditioned. Gas air conditioning (three and five-ton Servel units) were installed in 47 of the homes.

Members of the architect-builder department of Lone Star Gas Company's Fort Worth division succeeded in placing in the 95 homes comprising the Fort Worth Panorama of Homes (September 10-18) 79 gas cooking units, all built-ins; 12 gas air conditioning units; 95 central heating units; 125 gas bathroom heaters; 42 gas clothes dryers; 95 gas water heaters; and 56 Servel re-

frigerators, for a total of 504 gas units.

This compares with 14 electric cooking units, all built-ins; four electric air conditioning units; two electric clothes dryers; and three electric refrigerators, for a total of 23 electric units.

In Dallas, Lone Star's architect-builder department outstripped electric competition 414 to 62. There were 75 homes displayed in Dallas, September 9-18. These homes featured 62 built-in gas cooking units, 30 gas air conditioning units (three and five-ton Servels), 75 gas central heating units, 60 gas bathroom heaters, 53 gas clothes dryers, 75 gas water heaters, and 59 gas refrigerators, including 51 free-standing and eight built-in units.

Competitive appliances included 12 built-in cooking units, 24 air conditioning units, 12 bathroom heaters, three clothes dryers, and 11 refrigerators.

The 16 homes in Wichita Falls exhibited 12 built-in gas cooking units, 16 gas central heating units, 12 gas bathroom heaters, seven gas clothes dryers, 16 gas water heaters, and 12 gas refrigerators, for a total of 76 gas appliances.

Twenty-eight electric appliances were on display in the 16 homes: three built-in cooking units, 14 air conditioning units, four bathroom heaters, three clothes dryers, and four refrigerators.

Southern Union Gas Company reports that of the 26 homes in the Austin parade of homes, 25 had kitchens with gas cooking units. Fifteen of these were built-ins, and 10 were free-standing ranges. Other gas appliances installed in the Austin homes were: 26 water heaters, 26 bathroom heaters, and 26 central heating units. One electric built-in cooking unit was installed in an Austin home.

S. M. Apperson, Austin district sales manager for Southern Union, said prior to National Home Week: "We went after the cooking, home heating and water heating loads. With the exception of one electric cooking unit, a built-in, we made a clean sweep. There will be some electric air conditioning, refrigeration and laundry equipment, but not much."

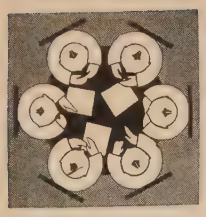
In Amarillo and Lubbock, served by Pioneer Natural Gas Co., builders also

(Continued on page 30)

Natural birch walls and cabinets are background for the pink gas refrigerator, oven-broiler combination, and top burners in the above kitchen, shown in Dallas Parade of Homes, Sept. 9-18

A modern look is achieved in kitchen and Whirlpool laundry with stainless steel top burner, oven, refrigerator. Black stripe on white vinyl floor emphasizes island cabinets containing burners

The kitchen above is dominated by autumn's tawny shades—mocha brown, coppertone, cork, pumpkin. Built-in antique copper oven completes the scheme. Gas refrigerator contrasts in white



Industrial relations round-table

Prepared by
A. G. A. Personnel Committee

Edited by W. T. Simmons

Assistant to the Personnel Manager
Philadelphia Electric Company

● **Secretary of Labor to make annual minimum wage recommendations**—One of the most controversial provisions in the recently changed Fair Labor Standards Act requires the Secretary of Labor to present to Congress an annual "evaluation and appraisal" of the established minimum wages, together with his recommendations. In so doing, he must take into consideration any changes in "the cost of living and in productivity and the level of wages in manufacturing," the ability of "employers," rather than "industries," to "absorb wage increases," and other factors he may deem pertinent.

● **Need temporary help in a hurry?**—Some managers are picking up the phone and calling Manpower, Inc. (It has offices in 48 cities.) Or writing to 330 West Kilbourn Ave., Milwaukee 3, Wisconsin.

● **District 50 put in dilemma by NLRB**—District 50 of the United Mine Workers, which has refused on principle to meet filing requirements of the Taft Act, is put in a dilemma by a Labor Board order that an employer not recognize District 50 until the union has been certified officially by NLRB. The Board's order is based on a finding that District 50 was assisted illegally by the employer in organizing employees of Bowman Transportation, Inc., Gadsden, Alabama. Local 612 of AFL's Teamsters made the charge.

Under the act, a non-complying union cannot use the Board. So, District 50 argues, the Board is penalizing it for its non-compliance. District 50 says, in effect, that the Board is putting it into a no-man's-land because it cannot be certified as long as it holds to a non-compliance policy.

The Board's answer is that UMW wants benefits from the situation that wouldn't be given to a similar illegally-assisted complying union. And NLRB adds, any "penalty" District 50 claims is being imposed on it "because of its inability to achieve certification," does not come "from any action by this Board, but from the UMW's willful refusal to comply with the provisions of Section 9 (f) (g) and (h)." This answer to the UMW looks like a flat "you can't have your cake and eat it."

● **Filming of real bargaining session**—Part of the 1955 contract talks between the International Brotherhood of Paper Makers (AFL) and the Rogers Corp., Rogers, Conn., was the subject of a closed-circuit telecast presented last February by the American Management Association. A 50-minute 16-mm black and white sound motion picture based on a kinescope of the telecast is now available for rental. The movie includes scenes of bargaining over wage rates, fringe benefits and the Rogers' incentive plan. Details may be obtained from the Director of Visual Education, American Management Association, 330 West 42nd Street, New York 36, N. Y.

● **Safety in the parking lot**—Use candid photographs to promote safety at your plant. One day recently the safety engineer for Royal Typewriter Company (Hartford, Conn.) took candid shots from the roof of the plant at quitting time. Some employees were making a reckless dash for cars and buses. He then printed the pictures in the plant paper, asked, "If you are in these pictures, what are you doing?" Next to pictures was printed a 1954 U.S. tabulation of pedestrian accidents due to jaywalking.

● **Arbitration decisions**—*Arbiter okays job shift to foreman*—Abolishing a bargaining unit job and transferring most of its duties to a foreman, in the interests of efficiency, comes within the scope of management's rights and does not violate a contract between Moraine Paper Company and CIO's Paper Workers, Arbiter Carl Fulda rules. The contract says (1) Listed jobs are to "continue under this agreement"; (2) "work customarily done by any employee covered" by the contract will not be done by excluded employees; (3) the union represents all employees with the exception (among others) of "all clerical employees"; and (4) management retains the right to run the plant.

Mr. Fulda denies a grievance over abolishing the job of receiving clerk, a position which involved about four-fifths clerical and supervisory duties and about one-fifth production duties. The company gave the clerical and supervisory duties to a foreman and dropped the grievant back into production, at a lower rate of pay. But Mr. Fulda says the contract gives the union no basis on which to rest a grievance.

The union itself has used the word "work" to apply only to production work, and Mr. Fulda thinks this is how the contract uses it. Also, he says, the union cannot represent clerical or supervisory employees. On both these counts, he says the company did not transfer out of the unit "work customarily done" by a covered employee. The company, in abolishing the job, relieved the employee "only of his supervisory and clerical functions," Fulda says—which it may do, in the interests of efficiency, under the management-rights clause.

Company may drop wage differential if union does not bargain about it—A union which wants to maintain an existing wage differential has the burden of negotiating it into wage rates, according to Arbiter George Bowles; otherwise, management may be held justified in refusing to keep the differential going. Mr. Bowles says he has no authority to award a five-cent increase for carpenters at Wyandotte Chemicals Corporation to restore a differential with the rate for repairmen which has existed since 1947.

Failure of an AFL Federal Labor Union to negotiate the differential into the wage rates when a new contract was drawn up is conclusive, Mr. Bowles says. Since the union did not negotiate the matter, and signed an agreement nearly eliminating the differential, the arbiter considers the rates fixed until the contract expires.

The union assumed that an increase for repairmen would bring with it an automatic increase for carpenters. At the hearing the FLU argued that the differential simply was overlooked during bargaining sessions. A rate for carpenters was not discussed. At no time during negotiations, the union stated, did either party suggest going over wage rates of all classifications.

Wyandotte denied that the differential was overlooked, claiming that management knew it was being discontinued even if the union did not. The company argued that it had a right to consider the differential discontinued if the union did not bargain for it at the time the increase for repairmen was negotiated. Since the FLU signed an agreement raising repairmen's wages but not raising carpenters' wages, the company urged that arbitration cannot change the situation.

Mr. Bowles agrees with management that since the union did not refer to the carpenter rate in negotiations, subsequently signing a contract which does not mention the rate, it cannot obtain a change through arbitration.

This language indicates that no increase was intended, and Mr. Bowles finds it "difficult to conclude that any other classification was unintentionally omitted, and it is difficult also to conclude that through granting an individual raise to repairmen the parties included Class A carpenter by implication."

If both parties admitted a mistake, the admission might serve to change the contract language. But as it is, Mr. Bowles concludes that the contract does not call for maintaining the differential, and that an umpire has no authority to alter the agreement by granting the grievance.

● **NLRB Rulings**—The NLRB general counsel has dismissed a union's refusal-to-bargain charges based on an employer's refusal to agree finally on any matters until the union presented all of its demands, because the general counsel found that "negotiations were rendered fruitless by the union's bargaining technique of insisting upon reaching agreement on non-wage items before presenting its wage demands" (Adm. Decision No. K-36).

(Continued on page 39)

BEFORE
sightly oil seepage stains
h as this extended over
siderable portions of
der before being treated

AFTER
Treatment as outlined below halted oil seepage; permits normal holder painting and maintenance

How to stop holder grease leakage

By M. E. MALONE

Gas Distribution Superintendent
Consumers Power Company
Kalamazoo Division
Kalamazoo, Michigan

In 1931, Consumers Power Company found it necessary to expand its gas manufacturing properties in Kalamazoo, Mich., due to increased business. Included in the operation was the construction of a 1,500 Mcf gas holder.

Up to this time Consumers Power Company had always constructed the conventional water seal type holder, but in this case it was decided to try a new type holder being built by the Stacey Bros. Gas Construction Company. The new type of holder consisted of a round steel shell of riveted construction with a floating piston that moved up and down inside of the shell depending upon the quantity of gas in the holder.

The gas was prevented from seeping out between the piston and shell of the holder, into the area above the piston, by means of a grease seal that continually greased the inside of the shell as the piston moved up or down.

In the planning of the construction of the holder it was decided to use sheet lead for gasketing between the plates and the angle iron that joined the plates. As the holder was built the sheets were riveted, with a blind rivet on the inside, to the angle iron utilizing the sheet lead as the gasketing material.

After the holder was completed, painted and subjected to the various stresses of wind and sun, it became apparent that the holder was going to show considerable grease leakage on the outside. This leakage resulted from the rollers of the piston rolling across grease covering the seams, and forcing the grease past the lead gasket which had been distorted due to stresses. This allowed the grease to come through to the outside of the holder and run down the outside is a very unsightly manner.

As the gas plant in Kalamazoo is within four blocks of the center of town, it was very annoying to keep the holder in a well painted condition and have the paint job immediately ruined, from an appearance standpoint, by grease running down the outside leaving a black streaking effect. As we had been painting the holder either blue or grey aluminum, the black grease only accentuated the problem.

With the coming of World War II and the development of silicon products, it was suggested that an application of red glyptal on the inside seams might be effective. Glyptal has approximately the same coefficient of expansion as steel and it was felt that this material could be worked into the seam between the plates and thus effect a stopping of the grease flow.

It was decided to do a small portion of the holder with our own people to see whether we could get any effective sealing. It was only natural that in setting up the process to be used, safety would be a prime consideration and we therefore eliminated carbon tetrachloride immediately as the solvent agent for cleaning the grease out of the seams.

It was decided to ask the Keylite Corp. to assist us by furnishing a solvent to remove the grease quickly from the seam. Keylite also recommended that we use an etching liquid they could provide which would give us a much greater bond between the steel and the glyptal.

(Continued on page 30)

Law and the serviceman's responsibility

By WILLIS L. LEA, JR.

General Attorney, Southern Union Gas Company, Dallas, Texas

Revised version of an address before the Gas Appliances Short Course sponsored by Southern Gas Association, University of Tulsa.

An attempt will be made to group under several "red-letter" topics the more important points about a gas serviceman's responsibilities. But first, let us get a foundation by briefly checking a modern law text book.[1]

> "If a gas company knows, at the time it turns on the gas, or, after turning on the gas, becomes aware, that there are defects in the pipes . . . the company is under a duty to make such an inspection or investigation as a person of ordinary care and prudence, similarly situated and handling such dangerous agency, would make to ascertain the safety of the pipes, before it furnishes or continues to furnish gas through them. . . . A gas company knowing that the service line . . . is rusted and corroded to such an extent as to permit gas to escape must cause the line to be repaired by the person whose duty it is to do so or must shut off the gas at the street."

Now, the first of our red-letter topics is: (1) Legal responsibility is founded on *breach* of the *duties* which people owe to each other.

These duties arise primarily in three distinct ways. Our legislative bodies create some legal duties by enacting state laws, municipal ordinances, or a gas fitting code. A simple example would be an act of the state legislature imposing the duty on gas companies to odorize the gas which they distribute. In the same way a state board may require that no flexible hose connections be used in the installation of gas appliances. The gas company is bound by a number of local state laws and ordinances, and its gas men know and comply with them.

Another way these legal duties arise is voluntarily through agreement of the parties. The gas company may agree to service an appliance or to maintain it for a year. It is accordingly bound to perform the duties so assumed or it may suffer the legal consequences for breach of contract.

Duties of the third set are the ones most important to this review: *Every man owes a duty to other men to conduct himself with such due care and prudence as not to cause avoidable personal injury or property damage to others.*

This is a very important part of our legal responsibilities toward each other and it is particularly applicable to the work done by servicemen (or other gas company workmen) on customer's premises. This branch of the law is sometimes called the law of negligence, or tort law.

A breach of duty is the first of three links in a chain leading to legal liability. The duty to use due care towards other people so as to protect their property and persons exists everywhere, regardless of any contract or of statute law on the subject. However, local legislation of one form or another frequently gives an assist, somewhat like the short-stop in baseball is credited with an assist in a put-out at first base.

Thus, the violation of an express statute is frequently held to be negligence *per se*—that is, automatically a breach of duty owed to other people; and this is true even though in other respects due care may have been exercised. For example, if a state code provides that no gas appliance shall be installed without a vent through the roof, it may be a negligent act, producing the elements of liability, to install the appliance without a vent. So much for the first link in our chain leading to liability.

The second link is *cause*. Even though a man may be careless in your home, he's responsible only for the damage which his carelessness causes. If he enters the house with hobnail boots and, therefore, is guilty of a breach of duty toward you, he may be liable for the damage caused your inlaid linoleum; yet, if his negligence did not contribute to failure of a down draft diverter, for example, he has no responsibility for any injury which that device may cause.

On the other hand, if he had undertaken to fix your floor furnace or had closed up the foundation vents supplying air to that appliance, then watch out! A man and his company are held liable for the natural and probable or foreseeable consequences of their negligent breach of duty.

This is what the law calls "proximate cause" or causal connection. It is our second link, indispensable to the fixing of legal responsibility.

Now, the third and final link in our chain leading to liability is *injury*. Until there is injury, there is no damage and no liability.

These points do not depend upon the existence or absence of insurance. Do not be led into a sense of security just because the company carries insurance, for no amount of insurance can justify a preventable accident or set things to

rights again for anyone. Insurance is a fine and a necessary thing, but it only spreads a part of the financial loss over a period of time and a number of insurance policy holders.

We may liken the three elements of liability to three bad actors. Put the three together and you have trouble—perhaps a tragedy—and you also have liability for which our serviceman and his company may be held jointly and severally responsible. Take away No. 3, the injury, and you have a very bad condition, but until there is injury, there is no liability. Take away either No. 1, the negligent breach of duty, or No. 2, the connection between it and the injury, and there is no responsibility even though serious injury may occur.

Each of the three links is necessary to fix liability; and they do usually coincide —against someone—whenever there is an accident.

Our second red letter topic is: When trouble arises it will be a jury or a court which decides whether the three links existed.

Others sit in judgment

The decision about *your* responsibility will not be made by you or your company or your lawyers. Existence of the three factors will be determined by a jury of detached men and women empanelled for the purpose or by the judge as a court without a jury. These people will sit in judgment on us and our company, and the entire case may depend—often does depend—on what the serviceman *did* or *did not do,* and on what he *found out* or *should have found out,* during the comparatively brief time he was on the customer's premises.

It will be too late for him to change matters after an accident occurs. The only time he may ever have to prevent crippling injury of innocent people, and possible liability of himself and his company, is while he is on the customer's premises. The only course we can safely follow is to know our job and to make certain that we and our co-workers are careful to follow the gas code and the instructions of our own company, and that we conduct ourselves as reasonable, careful, competent gas men. That is a big job, but every man can and must discharge his own responsibilities.

Frequently after a law case gets into court, the lawyers talk about contributory negligence. They mean that the injured claimant himself was careless and that he contributed to his own injury; hence, that he has no right to assert a claim against someone else. We will devote little time to contributory negligence here for the simple reason that our interest should be in avoiding negligence on our part and preventing the things which can cause injury without bothering about the possible carelessness of some third person.

Our third red letter topic is: In the gas business we are to be judged by high standards of care.

Boiled down, the rule about gas is simply this: "Danger, handle with care." Remember that a serviceman (or other gas company representative) is the gas company in the eyes of its customers and in the eyes of the law. Your conduct is its conduct. A serviceman responding to a call is generally recognized or assumed to be an expert in the work he undertakes to do, and will be judged accordingly.

Our fourth red letter topic is: You cannot dodge *your* responsibility, or cover up the company's.

Like the ostrich which hides his head, you cannot improve a dangerous condition by refusing to see it or avoid responsibility by refusing to face it. You are charged with knowledge of what you *should* find out as well as what you do find; this is particularly true about customer's premises.

Moreover, if your company has a system for you to record and report the conditions which you find and the things which you do on the customer's premises, you cannot avoid responsibility by making an incomplete or inaccurate report. Deceit in such matters would really be a boomerang, since it could hurt only you and your company. True facts cannot be altered by "doctored" reports. The processes of the law are devoted to finding out the true facts, so that the correct legal principles can be applied.

On the other hand, if the serviceman follows the practice of accurately recording the conditions which he finds and the things which he does, these records are often admissible in evidence before the court, or may be used to aid his memory. They can go a long way toward relieving the company and the serviceman of liability for an accident which occurred without fault on their part.

Here is an example, based on an actual case:[2] A serviceman is adjusting appliances to handle natural gas as it is being introduced, because the company has offered to do the work for its customers free of charge. He is shown and does adjust the water heater, bathroom wall insert and a floor furnace. The householder neglects to inform him of a small, auxiliary heater in the bedroom, although he asks about other appliances. Shortly, a fatal asphyxiation results from the unadjusted bedroom heater.

On these facts the serviceman would be exonerated in court, provided he can *prove* the facts; and that's why systematic record keeping is so important. A few more days and several hundred calls later no man could be expected to remember accurately what had occurred at one certain house without a good record to assist his memory. Our records must be good enough to help us show when and how the company and its men discharge their duties and, therefore, that they have no responsibility for an injury if one occurs.

If a serviceman follows procedures which he knows or suspects to be contrary to good practice, he will naturally hesitate about reporting it on the record form. These considerations provide compelling reasons why servicemen, and other gas company men, should have the benefit of training in the correct discharge of their duties, including reporting.

Along these same lines, if a dangerous condition is encountered which is beyond a serviceman's experience or not covered by his instructions, he should know and be willing to take it up with his company. He should be encouraged to do so.

Report your problems

The company may have a remedy for the condition, or it may want special instructions followed. Perhaps the municipal gas inspector or the fire marshal will be called in to make an inspection and advise with the company on what should be done. The best advice in a general way is simply this—it is not good to gloss over something; it's far better for the serviceman to report a problem and take it up with his supervisors.

Our fifth red letter topic is: There's no place for a "smart aleck" on customer's premises.

Let the grandstander have his inning on the ball field, and let the daredevil take his own chances on weekends. But, there's no place—none—for these qualities on our customer's premises. A reliable serviceman should let his young helper know fast that he is not impressed

by any casual attitude towards a cross-threaded connection or by haste to leave an improper job.

You may be sure these qualities do not appeal to any customer. What is supposed to be "smart" leaves the customer completely unimpressed—until something goes wrong and then, how well he remembers the serviceman's attitude, to the later's great discomfort!

Many years ago one of the finest young men I've known was in a customer's home to adjust the appliances. As he finished up, the customer said he wished he could be rid of a capped gas pipe stub which came up through the floor, like many of them used to do. My friend saw a chance to do a service and at the same time receive praise for his quick solution. He "stamped" the pipe down through the floor, where it held—under tension, of course.

My friend's solution was quick but unsafe. The customer thanked him; and they parted with smiles. In a few hours, the gas company had $15,000 worth of wreckage on its hands, littering half a block. The customer, although glad to be alive, wasn't smiling when they found the split in the stamped pipe. The gas company settled out of court, clinging to the small comfort that the terrific explosion hadn't happened at the city hall or a big store building full of people.

The serviceman's very best and safest behaviour on customer's premises, bringing consistent credit to him and to the company, is the well mannered behaviour of a competent, alert, quiet, orderly, courteous public servant.

Our sixth red letter topic is: If you *undertake* or *start* to do something on the customer's premises, be sure you do the job completely and well.

When I was a first year law student some years ago, I had been called upon by the professor to discuss the legal principles involved in negligence cases we were studying. At the conclusion of my recitation, the professor questioned me:

"Suppose you were standing at a curbing when an unknown blind man came tapping along, unattended, and proceeded to step down into the street against the traffic. Would you owe a duty to stop him, turn him around, and lead him to safety?"

I answered, "No."

The professor continued, "But suppose you deliberately allowed the blind man to move into the traffic and he was injured. Wouldn't you be responsible to him for your failure to prevent the injury?"

I said "No, because there was no duty."

The professor then asked, "Suppose, owing him no duty, you had nevertheless taken the blind man by the arm and while leading him across the street your attention was diverted by a pretty girl and you allowed the blind man to fall and break his arm. Then would there be liability?"

My answer had to be, "Yes." I would be liable to the blind man because, having assumed to do something for him, I was then required to discharge the assumed duty with due care, by helping him safely across the street. Although this simple example is an extreme case, it does sharply illustrate one of the important rules of liability.

In a recent case[3] involving this point, a fire had resulted from gas discharged by a heating plant which the gas company had not installed and had no duty to maintain. However, a week before the fire the company responded to a no-heat call and its serviceman assumed to regulate and adjust the furnace controls. It was proved that the automatic safety devices were not operative at the time of the fire, and that fact had resulted in the escape of gas.

Company held liable

Now here is our rule: The gas company was held liable for its failure to discharge the duty which it assumed upon responding to the customer's call for service and attempting to fix his furnace. The court said, talking about the gas company, "All precautions of safety must be taken within the bounds of reason in repairing and caring for gas appliances."

The rule of liability is the same where the serviceman should have discovered a dangerous condition in the exercise of ordinary care as it is when he has actual knowledge of that condition. This is the rule applicable to all walks of life, and it is applied to gas companies and their servicemen because of the special competence which they are expected to have and the reliance which customers place upon their judgment as experienced gas men.

The duties to use due care are even greater in the case of multiple dwellings and public buildings. This is illustrated by a number of law cases. While the gas company may, in some instances, be relieved of liability to a single customer because of his own negligence; nevertheless, the gas company must still discharge the high duty to use due care which it owes to others in the building, whether they be other tenants or members of the public passing through.

It seems to be a practice generally followed that gas service will not be initiated or resumed without some kind of check on the tightness of the customer's pipes. In many areas this is a requirement of state or municipal law. Frequently, the law provides for a test of new piping by a state or municipal agency, which certifies its soundness; however, a warning is appropriate that a certificate of this type, while a good safety measure, does not relieve the gas company from negligence in turning on gas into customer's piping which is proved to have been leaking.

Our seventh red letter topic is: The "gas leak" call is loaded—with danger.

It can mean anything. Cases are known of servicemen carelessly dismissing the customer's gas leak complaint as coming from a fuming appliance, just because he couldn't locate anything else and he thought the householder might be a crank anyway. *Beware!!* We cannot afford in this type of case to make unwarranted assumptions. The premises are left in a hazardous condition when nothing at all is found to correct.

Perhaps the most dangerous of all conditions is when the serviceman corrects some minor difficulty and satisfies the householder—but not himself—that he has located the real cause of the complaint. Remember our rule that charges the serviceman with notice not only of those things which he does know, but of those defects and conditions which he should have found or realized as an experienced and prudent gas man.

In these troublesome gas leak cases, the gas man should take advantage always of specialized devices which may be available. He should use his gas detector or send for it. Accidents sometimes occur because a gas company man has passed over the leak which he could and should have found. These cases represent one of our big danger potentials and one of the largest potential sources of injury to customers and losses to our companies.

Sometimes the danger is such as to require that we shut off the gas service temporarily until the source of gas leakage can be found. This must be ex-

(Continued on page 37)

By using productive hours as a measurement of costs, comparison of present to past performance is greatly simplified

Productive hours and costs

By THOMAS HANNON

Staff Assistant, Management Services Department
Philadelphia Gas Works

Time is money. Thoughtful consideration of this old adage will result in many interpretations of its meaning. In our company, and through our interpretation, there has been developed a control of time that facilitates control of costs in many activities.

By using productive hours as a measurement of costs, in addition to the usual dollar cost accounting, the comparison of present performance to past performance is greatly simplified. One hour worked is always one hour worked, but wage rates per hour have fluctuated widely over any period you may consider.

How much preliminary work is necessary to compare present dollar costs of an activity with the costs of a year ago? First you must adjust for changed wage rates, then consider changes in vacation allowances, sick time allowances, etc. By comparing productive hours expended, a valid and immediate evaluation is obtained.

Through analysis of payroll hours and the segregation of productive from non-productive time, coupled with the charging of productive hours to the various activities, we have developed a wealth of data useful in performance measurement, budgeting and forecasting of manning requirements.

As a background to what is to follow, some knowledge of our cost accounting system is necessary. Being a public utility, we keep our accounts as prescribed by the Public Utility Commission. These cost accounts are functional, and are on an accrual basis.

Each department (a major segment of the company) is responsible for one or several clearly defined functions, therefore, we have also established responsibility accounting. Within departments, divisions are set up—again on a functional and responsibility basis. Our customer accounting (billing and bookkeeping), material and transportation accounting, and payrolls and labor distribution are performed on tabulating equipment (IBM) by the tabulating division of the commercial department.

Mr. Hannon started with Philadelphia Gas Works in 1927 as an office boy while attending Temple University

To illustrate the principles involved, and their application in clerical and office activities, the accounting practices employed in the commercial department reporting have been selected.

Time for each employee is reported on a weekly report of hours to be paid, for payroll purposes. The total hours are segregated by time worked, sickness time, vacation, etc. These are used to prepare the weekly pay checks on tabulating equipment. The dollar cost of the weekly payrolls for the month, plus and minus the apportioned accruals, is computed and gives the total dollar costs to be distributed. An analysis of the hours paid by productive and non-productive categories is also tabulated.

Three times a month each division reports, by employee, a summary of the productive hours (actual hours worked) chargeable to the various cost accounts. This data is gathered by means of daily reports by the employee, or his supervisor, of the actual hours worked and the accounts to be charged. Every effort is made to insure accurate reporting, down to tenths of hours.

The summaries are tabulated by payroll, and the total productive hours chargeable to each account is established. The total of productive hours is reconciled to the hours analysis obtained in the payroll operation.

From the two sets of data, the "Analysis of Payroll Hours" is prepared and we are enabled to prepare journal entries charging the payroll cost to the various accounts. The "Gas Accounting and Others" payroll might appear as shown on next page.

This page, in itself, is valuable in that it provides data on overtime hours, sickness and other non-productive time, and establishes a rate paid per hour worked. It points up the costs of non-productive time and affords comparisons between

TABLE 1

	Gas Accounting and Others	Note
Productive Hours	15,500	
Overtime Bonus Hours	40	(a)
Holiday	800	
Vacation	400	
Sickness	120	
Miscellaneous	60	
Non-Productive Hours—Total	1,420	
Total Paid Hours	16,920	
Total Payroll	$25,480	
Avg. Rate Paid	$1.5059	(b)
Avg. Rate Distributed	$1.6439	(c)
Avg. No. Persons Working	100	

Note

(a) This is introduced to compensate for the premium rate paid (usually 1.5 time)
(b) Total Payroll divided by Total Paid Hours
(c) Total Payroll divided by Productive Hours

the various payroll groups of employees.

Now the labor journal entry may be prepared (tabulating equipment) showing:

Account	Hrs. Charged	Rate	Amount
781573	3100.2	$1.6439	$5096.42
781575	1060.3	1.6439	1743.03
781576	4020.8	1.6439	6609.80
etc.	etc.		

All accounts charged from the same payroll will be at the same rate. This is a group average rate, which although not strictly accurate for individual accounts, greatly simplifies the labor distribution job.

Bookkeeping machines are used to post ledger cards with the amount of the labor charge. From these cards, and the tabulated journal entries showing hours to each account, the cost reports are prepared manually by a cost and statistics section.

Continuing with the description, let us look at the functions for which the manager of customers' accounting division is responsible. Here again, two functions are detailed, one in collecting and one (bookkeeping) in customer accounting. This page might appear as shown in Table 2.

TABLE 2

Month of .....

		Hours	Units	Minutes Per Unit 1954	Minutes Per Unit 1953
Collecting:					
780470	Mail Receipts	2306	276,692	0.5	0.6
780471	Mail Receipts Prod. Training	188			
Bookkeeping:					
781573	Posting	3100	465,128	0.4	0.4
781575	Meter Order Entry	1060	20,516	3.1	4.0
781576	Other Functions	4021			
	Sub-total	8181			
	TOTAL	10,675			

Description of Units Used

780470—No. of items—Mail and Express Agency Payments
781573—No. of Cash Postings
781575—No. of Orders Entered

The hours entered above are taken directly from the labor journal entry for these accounts. (The corresponding dollar costs for these hours will be found in the "Summary of Commercial Department Accounts" report under the same labor account titles.) The "units" are reported to the cost and statistics section monthly by each operating division. The calculation of the minutes per unit is as follows:

$$\frac{\text{Hours} \times 60 \text{ Minutes}}{\text{Units}}$$

The assembly of the data, calculations and insertion of comparative data are performed by the cost analysts in the cost and statistics section.

While hours are reported for each activity, not all are accompanied by units. This may be due to several conditions. Either the activity is small, or satisfactory unit counts are in process of development. We aim to measure workload in all sizable activities by means of an acceptable factor which can be produced at little cost.

For instance, in mail receipts, measurement in fractions of inches of the incoming stacks of payments has proved to be reliable. In posting, tabulating produces an item count as a byproduct of the cash posting tabulation. Mail receipts productive training (time spent on various jobs in preparation for upgrading from this force) needs no unit measurement, but the segregation of the hours is necessary to arrive at an accurate figure for mail receipt's hours. As of this writing "other functions" has been subdivided, new activity accounts established and units reported thereon.

The techniques described herein, or modifications thereof, are applied in most departments of our company, including production, storerooms, and customer appliance servicing. They have been developed over a number of years and are becoming increasingly valuable as a means of controlling costs, and establishing budgets. While we have no incentive wage rates based on them, they appear to be ideally suited to the group incentive bonus plan.

Although the times reported are not "standard times," and no time studies are involved, we do have a continuing history of actual times with which to evaluate current performance.

These techniques could be easily expanded to include establishment of standard times, arrived at by any of several accepted industrial engineering methods, for comparison to actual performance.

The establishment of a system as described herein is neither revolutionary nor difficult. We believe it pays off by giving us a reliable answer to "are we getting our money's worth for the payroll dollar."

Publish electronic systems and applications bibliography

AN ANNOTATED bibliography pertaining to electronic systems and applications for business use has now been published by Controllership Foundation, Inc. The bibliography lists and describes the writings, speeches and visual presentations on the subject, also detailing essential facts about existent electronic data processing systems. In addition, it lists installations in use according to company, and includes a directory of commercial digital electronic computer centers whose facilities are available on a commercial fee basis.

"Electronics in Business," edited by the firm's research director, Herbert H. Klingman, may be obtained by writing to: Controllership Foundation, Inc., 2 Park Avenue, New York 16, New York. The charge is $1.50 to members of Controllers Institute, $2 to others.

Section 'jumps gun' on '56

Chicago was the operating center of the gas industry the second week in September, when 250 operating men gathered for three days of committee meetings. From September 12 to 14, 41 committees and subcommittees of the Operating Section held 60 separate meetings to plan their programs for Association year 1956.

Although they will not officially take office until the adjournment of the Association's Annual Convention this month, the Section's committees meet in advance to review their past activities and formulate plans for the year ahead. This gives them a full year in which to complete their work projects.

The keynote for the three days—and of the entire new year—was set by Section Chairman-nominee, J. H. Collins, Sr., New Orleans Public Service, Inc., when he told the assembled committee members, "There are many operating problems facing the gas industry, and there are many needs which must be fulfilled if we are to progress further. It is incumbent upon each committee and subcommittee to determine which are the greatest problems and the greatest needs—and then find the most practical and efficient method of overcoming them."

That the committees accepted Mr. Collins' mandate will be revealed during the coming months, as they develop the work projects which were formulated during their meetings.

Plans for 1956 roughly divide the work into two phases: compiling information, data and statistics on past developments, and investigations into the new. An effort will be made to gather information and complete the literature on past activities and to evaluate the techniques, methods and procedures which have been most recently introduced. At the same time, research projects and investigative studies will be made to determine the future course of gas industry operations.

Among the committees which met in Chicago were those on Automotive and Mobile Equipment; Chemical and Engineering; Communications; Corrosion; Customer Service; Executive and Managing; Gas Dispatching; Manufactured Gas Production; and Transmission, as well as their various subcommittees.

Two other Section committees which did not meet in Chicago held their organization meetings separately. The Committee on Underground Storage and the Natural Gas Production Committee met during the week of September 19 in Kansas City, Missouri. A third, the Gas Measurement Committee, will meet during the A. G. A. Annual Convention.

On the following pages is a pictorial organization chart of the Operating Section, showing the various committees and their relation to each other. It is illustrated with candid photographs taken during the Chicago meeting.

W. H. DAVIDSON, *CHAIRMAN* · J. H. COLLINS, GROVE LAWRENCE, *VICE-CHAIRMEN*

Plan spring conferences

● One of the more important tasks undertaken by the Operating Section committees during their organization meetings in Chicago was that of planning the three spring conferences to be held next year. In keeping with the Section's over-all plan for the year, the conferences will be devoted to an evaluation of past progress and an attempt to plot the future.

In the spring of 1956, the Section will experiment by holding two of its conferences during the same week in the same city. Although they will be separately planned and conducted, certain portions of these two meetings will purposely overlap, enabling a delegate to one to participate in part of both.

From May 7 to 10, the Distribution, Motor Vehicles and Corrosion Conference will be held at the Congress Hotel in Chicago, while the Gas Supply, Transmission and Storage Conference will be held on May 10 and 11 at the Conrad Hilton Hotel in the same city.

Subjects of interest to one group of delegates will be scheduled for the first two days of the week, while those of concern to the other will be placed on the last two days. Discussions of mutual interest will be scheduled for the middle of the week so that they can be heard by both groups, enabling them to take part in two separate conferences at one time.

The Chemical, Engineering and Manufactured Gas Production Conference in 1956 will be held from May 16 to 18 at the Ben Franklin Hotel, Philadelphia.

An attempt at long-range planning was initiated by the committees concerned with the various conferences by selecting tentative times and places for the meetings for 1958 and 1959. Consideration was also given to a possible re-alignment, in future years, of the subjects considered at each meeting. The adoption of these plans, however, will depend upon the success of the 1956 conferences.

OPERATING SECTION

MANAGIN
EXECUTIV

STANDING

MANUFACTURED GAS SUPPLY DIVISION

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DISTRIBUTION AND CUSTOMER SERVICE DIVISION

DISTRIBUTION
(5 SUB-COMMITTEES)

NATURAL GAS SUPPLY DIVISION

TRANSMISSION
(3 SUB-COMMITTEES)

MET
KAN

NA
PR

TECHNICAL SERVICES DIVISION

AUTOMOTIVE & MOBILE EQUIPMENT
(3 SUB-COMMITTEES)

CHEMICAL & ENGINEERING
(5 SUB-COMMITTEES)

COMMUNICATIONS

SPECIAL OR

SECTION ORGANIZATION

TIME AND PLACE

GAS
HA

OMMITTEE
OMMITTEE

SECTION
MEMBERS

NOMINATING
COMMITTEE

COMMITTEES

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ORGANIZATION

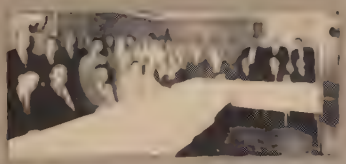
OCTOBER 20, 1955

A pictorial presentation showing the organization of the Operating Section. Photographs were taken at the committee organization meetings early in September.

CUSTOMER
SERVICE

PT. 19
CITY

L GAS
CTION



UNDERGROUND STORAGE
(5 SUB-COMMITTEES)

CORROSION
(4 SUB-COMMITTEES)

GAS DISPATCHING

WILL MEET
OCT. 16

GAS MEASUREMENT
(1 SUB COMMITTEE)

TASK COMMITTEES

NEERS
OOK

LP GAS
UTILITY CODE

DISTRIBUTION
ACHIEVEMENT AWARD

Texas 'parades'

(Continued from page 19)

showed a marked preference for gas appliances. In Amarillo, the count was 61 to 20 and in Lubbock, 73 to 12 in favor of the gas units.

The gas units in the 14 homes in the Amarillo parade were eight built-in cooking units, 14 central heating units, 12 bathroom heaters, eight clothes dryers, 14 water heaters, and five refrigerators.

The 20 electric units were: six built-in cooking units, two air conditioning units, two bathroom heaters, one clothes dryer and nine refrigerators.

The 18 homes in the Lubbock cavalcade displayed 11 built-in gas cooking units, five gas air conditioning units, 18 gas central heating units, 15 gas bathroom heaters, one gas clothes dryer, 18 gas water heaters and five gas refrigerators.

This compares with seven electric built-in cooking units, two electric air conditioning units and three electric bathroom heaters.

Builders evidently prefer the built-in cooking units. Of the 198 gas cooking units installed, 187 were built-ins, and only 11 were free-standing ranges. All 43 electric cooking units were built-ins.

Houston, a seventh Texas city displaying a parade of homes, showed 20 homes featuring 15 gas kitchens (all built-ins) and five with electric units. Houston is served by Houston Natural Gas Company.

Manufacturers with built-in gas cooking units in parades of homes are Roper, Caloric, O'Keefe & Merritt, Western Holly, and Chambers. Colors predominated in many of the gas kitchens. Built-in gas cooking units were antique bronze, two shades of yellow, pink, desert tan, satin-finish chrome, stainless steel, green, black, bronze, and traditional white enamel.

In discussing their ideas with exhibiting home builders, the Texas gas utilities used an aggressive selling program —the gas appliance salesman "got there first with a good package." Utilities furnished superior engineering and promotional aids.

The following comparison of fuel costs proved to be an effective sales aid.

1. For what it costs to cook electrically for one year, the homemaker can cook for more than four years with natural gas.

2. The homemaker can operate her gas water heater for more than six years at the cost of one year's operation of an electric water heater.

3. The homemaker can operate her gas clothes dryer for more than seven years at the cost of one year's operation of an electric clothes dryer.

4. The homemaker can operate her gas bathroom heater for seven years at the cost of one year's operation of an electric bathroom heater.

5. The homemaker can operate her gas refrigerator for two years at the cost of one year's operation of an electric refrigerator.

In addition, more and more builders are installing gas units in their own homes, and are able to see for themselves the advantages of gas and gas appliances.

Holder leakage

(Continued from page 21)

This operation was carried on over approximately one-seventh of the holder surface and even though it was done crudely and at a very disadvantageous time of the year (some of the cleaning compound froze on the inside shell of the holder), we were able to say after a year of watching the results that we had accomplished approximately a 75 per cent sealing job.

With this knowledge, the company decided to let a contractor do the sealing operation of the holder. As the work was to be spread over a period of years, the first contract was for approximately one-third of the inside shell.

You can imagine our feelings about allowing a contractor's personnel to work inside the holder. Although we had never been able to get a test of gas in the free air at the top of the holder we still felt that it was a precarious venture. It was therefore decided to write very stringent safety precautions into the contract.

The contractor's operations were similar to the way we had operated except that he utilized compressed air to spray the cleaner into the seams and to blow the excess cleaner and residue grease out of the seams. He then utilized the spray equipment to spray on the etching compound and the red glyptal.

The contractor soon found that there seemed to be considerable grease drainage out of the seams after he had sprayed them with glyptal. He felt that this grease was trapped in the seam between the plates, the gasket and under the shell of paint on the outside of the holder.

We then decided to go over the outside of the holder and break all the paint blisters along the seam that might be trapping the grease, thus allowing this drippage to go to the outside. From then on the operation was more successful.

After approximately eight months of watching the contractor's portion of the work, it was apparent that the results were about 85 per cent efficient, as the outside of the holder began to take on a better appearance.

Next it was decided to complete the operation and again new ideas were suggested that we feel will make the work even more complete. In 1954 it was decided to break all of the outside paint surfaces that might be trapping grease and to clean the sections to be worked on inside from the top to the bottom completely of grease. The cleaner is sprayed into the seams and then blown out.

The effect of this operation was that any excess grease in the seam or between the plate and the gasket is allowed to flow either into the holder or to the outside before the application of etching material and glyptal. The operation of etching the seam and spraying with glyptal was accomplished as the piston was raised back to a full holder position.

In 1954 we completed the inside sealing on this holder and plan to paint the holder this year. The grease leakage that still shows may be grease that has been trapped in the seam and finally flowed to the outside. It is our feeling that with the cleaning and painting in 1955, the outside appearance will be that on an all-welded piston type gas holder.

Bears in Southern Union ads assure readers that "Summer's fun with a Servel refrigerator"

Southern Union leads sales race

Twenty-one of the nation's gas utility companies already went "over the top" at the September 1 three-quarter mark in the annual Gas Refrigerator Sales Campaign, sponsored jointly by the American Gas Association and Servel, Inc. Point totals, based on gas refrigerator sales, show Southern Union Gas Co., Dallas, Texas, leading the field at that stage of the four-month contest.

What Servel, Inc., calls the three basic *elements of a sale* were adopted by 63 leading gas utilities representing 9,254,695 meters, or 39 per cent of the nation's residential meters.

The elements of a sale, as presented to utility executives in a series of cross-country meetings last spring by Louis Ruthenburg, Servel board chairman, and Duncan C. Menzies, company president, are free installation, free service, and no-recourse financing to dealers. Servel management believes the adoption of these elements by utilities is essential to guard the utilities' kitchen load for gas and help gas appliance dealers meet competition of other refrigerator dealers.

Gas refrigerator sales have increased significantly, reports Richard S. Testut, vice-president and general manager of the company's home appliance sales division. In addition, dealer activity is at a new high. Shortly after utility companies' support of the elements of a sale program was announced, 45 new dealers were franchised in Philadelphia and 15 in St. Louis. In Milwaukee, seven were franchised within two days after the announcement. Reactions were similar in other parts of the country.

Strong promotion

Southern Union Gas Company competed vigorously in the campaign, sending out display material, direct mailers, cook book and color book traffic builders, strong newspaper advertising, lively radio and television commercials for the public. Special efforts were made in their employee sales campaign. Southern Union announced cash prizes for employees not in the sales department.

Gratifying results were that 169 of the company's 1,500 eligible employees purchased a Servel Icemaker during the month of the employee campaign, and non-selling employees and salesmen were responsible for 2,537 demonstrations which resulted in 228 sales, all adding up to points for Southern Union.

The point system devised allows between 10 and 60 points per refrigerator sold, depending on the model. A company must have 60 points per 1,000 meters to qualify, and after qualification, the point value per model doubles.

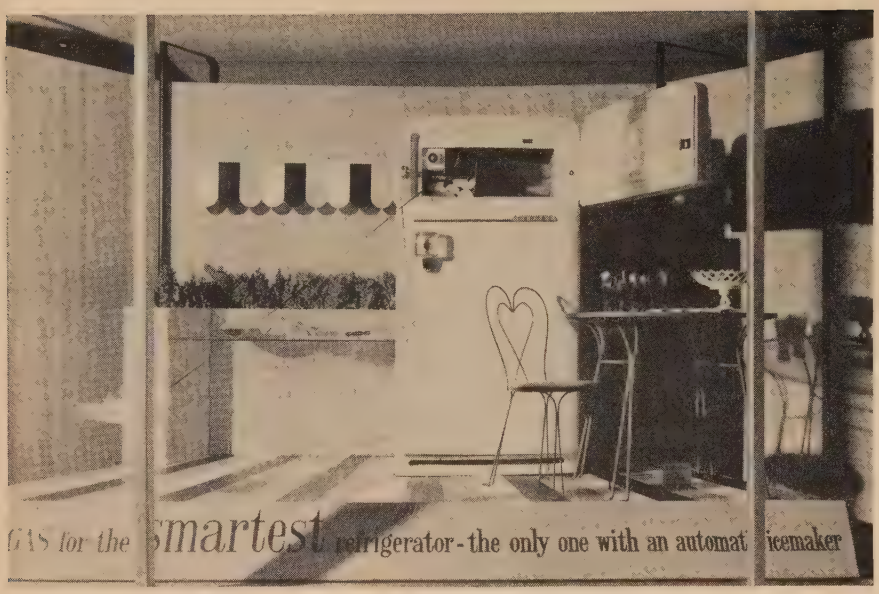
Awards to winning companies and sales managers will be made in Los Angeles at the 1955 A. G. A.—PCGA convention.

Other gas utility firms which passed the qualification mark on September 1, and are thus eligible for A. G. A.—Servel cash awards are the following:

Division One (companies having 200,001 or more residential or retail meters)—Lone Star Gas Co., Dallas, Texas; The Peoples Gas Light & Coke Co., Chicago.

Division Two (100,001 to 200,000

Minneapolis display duplicates ad



Colorful display in window of Minneapolis Gas Company induced passersby to stop and take note of automatic icemaker Servel. An exact duplication of the American Gas Association-Servel advertisement which appeared in four colors in the July "Life" and "The Saturday Evening Post," the display was so successful that the utility is planning to duplicate A. G. A. ads each month

meters)—Lone Star Gas Co., Fort Worth, Texas; United Gas Corp., Houston, Texas.

Division Three (50,001 to 100,000 meters)—Central Indiana Gas Co., Muncie, Ind.; South Jersey Gas Co., Atlantic City, N. J.; Indiana Gas & Water Co., Indianapolis, Indiana.

Division Four (25,001 to 50,000 meters)—United Gas Corp., New Braunfels, Texas; United Gas Corp., Jacksonville, Texas; Mobile Gas Service Corp., Mobile, Ala.; Nashville Gas Co., Nashville, Tenn.; Central Illinois Light Co., Springfield, Illinois.

Division Five (10,001 to 25,000 meters)—Kokomo Gas & Fuel Co., Kokomo, Ind.; Chattanooga Gas Co., Chattanooga, Tenn.; United Gas Corp., Monroe, La.; Gas Service Co., Hutchinson, Kansas.

Division Six (10,000 meters or fewer)—United Gas System, Independence, Kan.; Gas Service Co., Parsons, Kan.; Gas Service Co., Ottawa, Kan.; Gas Service Co., Fort Scott, Kansas.

Fourteen attend SGA home service conference in Georgia

HOME SERVICE representatives from 14 companies attended the home service conference of the Southern Gas Association held in Atlanta, Ga., August 11-12. Elizabeth Headley, home service director, South Atlantic Gas Co., Savannah, sponsored the event.

The program included a visit to a television station for the telecast given by Lucy Slagle, home service director, Atlanta Gas Light Company. Program features were a round-table of home service ideas, and demonstration presentations by representatives of manufacturers and utility home service departments.

Mary Brown Allgood, Pennsylvania State University, discussed television techniques, and Mary Speirs, University of Georgia, outlined college preparation for home service.

The conference was concluded with a talk on "A Sales Manager Looks at Home Service," by J. J. Sheehan, Piedmont Natural Gas Co., Charlotte, North Carolina.

Delegates participating in SGA home service conference program are (l. to r.): Paul Kennedy, Servel; Jessie McQueen, A. G. A.; Mary Speirs, University of Georgia; Laverna Best, Houston Natural Gas Corp.; Walter Napier, Geo. D. Roper Corp.; Jean Torrance, Florida Public Utilities Co.; J. J. Sheehan, Piedmont Natural Gas Co.; Julia Hunter, Lone Star Gas Co.; Carolyn Evans, Florence Stove Co.; Virginia Lowery, Alabama Natural Gas Corp.; S. F. Wikstrom, A. G. A.; Emagene Burge, United Gas Corp.; Helen Yalch, Oklahoma Natural Gas Company. Elizabeth Headley sponsored the conference

Elizabeth Headley, home service director of South Atlantic Gas Co., Savannah, acted as chairman of the Home Service Conference of the Southern Gas Association held in Atlanta, Ga., August 11-12. Home service representatives from 14 companies attended the conference of the association

Banks on unity

(Continued from page 11)

I do not expect and I do not think that anyone should properly expect complete unity of thought and action. There are obvious and practical reasons for some disagreement between individual companies.

Also, I wish to make it clear that I am not urging that there be any reduction in the amount of competition that does exist and must continue to exist among producers. On the contrary, the most important single argument in favor of exempting producers from federal regulation, as I see it, is the contention that independent producers are truly competing with each other in their search for productive acreage and in the sale of their gas to the pipelines.

Furthermore, I am not contending that there should be any diminution in the "arms length bargaining" between independent producers and the pipelines to whom they sell their gas. The existence of such arms length bargaining is also a logical prerequisite to freedom from federal regulation.

Study mutual problems

What I do urge is that producers, transporters and distributing companies make an honest effort to attain more knowledge of the economic problems and marketing difficulties experienced by each of the other segments of the natural gas business. If one thing was made clear by the testimony given in the legislative hearings before the House and Senate on the Harris and Fulbright bills, it was that some producing companies do not have a full appreciation of the problems confronting the distributing companies, and that some of the distributing companies do not have a full appreciation of the problems confronting producers.

It may be that many of us have taken public acceptance of natural gas too much for granted. It is a comfortable habit to assure ourselves that natural gas will continue to outsell competition without much individual effort on our part. I would be neglecting my responsibility as president of A. G. A., however, if I did not say here that it is my opinion that we should now be launching an integrated selling effort by the entire industry.

This imperative need to sell gas is an objective that our stockholders should welcome and that our customers will understand. At the same time here perhaps is a sound first step toward building industry unity.

I am aware that at first glance, the natural gas picture looks quite rosy. For instance, statistics show that during the five-year period, from 1949 to 1954, gas sales soared from nearly 36 billion, to a record 61.5 billion therms in 1954, an increase of almost 72 per cent. This increase carried with it a boost of 80.7 per cent in gas revenues. They went up from about $1.75 billion in 1949 to a new high of over $3 billion in 1954.

At the same time, gas utility customers rose from 23 million in 1949 to a record 27.5 million in 1954. Sales of major appliances kept pace with this by reaching a peak of 7,168,000 units in 1954 —an increase of about 19 per cent over 1949.

All of this makes pleasant enough reading for the whole gas family—producers, pipeliners, distributors and appliance manufacturers alike. It looks good, and it is good.

But, consider the way this country's competitive energy market is developing. Look at the electric industry. It hasn't stood still either. During the same five-year period of our tremendous growth, the electric industry's sales rose from 248.5 billion kilowatt-hours to a new high of 411 billion kilowatt-hours in 1954—a 65.3 per cent increase. Its revenues increased from $4.5 billion to more than $7 billion in 1954, marking a 57.7 per cent increase. Electric customers increased from 42.5 million in 1949 to 51 million in 1954.

The sale of major competitive electric appliances rose nearly 27 per cent during the five-year period, climbing from 2.5 million units in 1949 to 3.3 million in 1954.

Don't forget that the electric industry is leaving no stone unturned to expand its markets. For example, the electric people are throwing everything they have behind the development of an improved heat pump that may cut sharply into the gas industry's future market for home heating and air conditioning.

And what about atomic power? I know that whenever you mention atomic power to a group of gas men, you are sure to hear someone say, "Oh, atomic power is a good 20 years away." Well, it wasn't too long ago that it was "a good 50 years in the future." But, unless the printer made an error, there was a *Wall Street Journal* ad about an atomic power plant at West Milton, New York, beginning to supply power to the Niagara-Mohawk Corporation on July 18, *1955, not 1975.* And according to the ad, with "enough electricity to supply 20,000 people."

However, despite this actual demonstration of commercial atomic power, suppose we accept the 20-year grace period just for the sake of discussion. When are we going to start on this process of really getting into competitive high gear? We have plenty of reason right now for getting together, I believe, and it takes time to get results.

You can't "pass a law" that compels people to use gaseous energy for cooking, water heating, home heating or any other purpose—domestic, commercial or industrial. Instead you have to sell the public, price your product within the market, and keep on selling.

Urges selling program

It is my belief that if components of this industry were to try to get together on a selling program they would of necessity have to come to learn one another's problems. The time to do something about it is while we are getting along nicely and have the means to do a real all-industry job of it.

I am addressing these remarks and this proposal to the members of the Independent Natural Gas Association for one reason—because your association has within its membership practically every large interstate pipeline in the U. S. These pipelines who purchase gas from the producers and deliver gas at wholesale to distributors all over the nation have a unique opportunity and perhaps obligation to perform an educational job at both ends of the pipeline.

This matter of greater cooperation, without in any way interfering with the principles of free competition and arms length bargaining, becomes important not only in the field of legislation but also in the day-to-day hearings before the FPC on necessity certificates and in rate cases.

For example, many times when a pipeline applies to the FPC for a Certificate of Necessity authorizing some new construction, the application of the pipeline is supported by distributing companies that expect to receive either a new supply or an additional supply of gas from the pipeline. However, in some recent pipeline certificate cases, there has been opposition to the new construction

voiced by some of the distributing companies.

I have wondered whether it might be possible in future cases to obtain a wider area of agreement between the pipeline and the affected distributing companies prior to the time when the matter is set for hearing before a FPC trial examiner.

Similarly, there have been some cases that have come to my attention where a pipeline has sought a rate increase and where the pipeline has been supported in this effort by some or all of the distributing companies that it supplies with gas. In such cases, it is clear that the distributing companies have been sold on the necessity and justification for the rate increase.

In still other instances, some or even most of the distributing companies have intervened and taken a position adverse to the pipeline company. One cannot expect distributing companies to welcome any increase in the wholesale cost of their gas supply. At the same time, if all the facts are spread on the table beforehand, one might hope to eliminate such opposition as might otherwise have developed because of confusion or lack of understanding.

The gas industry has grown phenomenally in the last five years. It has gained great stature and is now one of the few very important industries in the U. S. It is possible that all of us in the industry have not yet fully realized the scope and importance of this business of ours. Certainly, we must accustom ourselves to realizing that with not far short of 30 million customers, our industry is one that is "affected by the public interest" even if we were not regulated. We cannot ever lose sight of that single all-important political fact.

Therefore, leaders in the gas industry must make their basic business decisions in terms that square with not only the business realities but also the public interest realities. This is just as true, I believe, for the independent producers who may be substantially freed of regulation if the Harris Bill is finally enacted into law as it is for the fully regulated gas distributing companies.

Since in my own company, which is engaged in transmission and distribution, we are fully regulated. I believe that I can say truthfully that all of our executives are extremely public relations conscious, and that includes giving a great deal of consideration to employee relations, stockholder relations, government relations and consumer relations. I believe it is fair to say that producer companies that have been historically unregulated are more apt to be concerned principally with their stockholder relations and employee relations and not so much with their ultimate consumers.

It is a challenging job for the executives of these companies, a challenge with a flavor of genuine business statesmanship to work out their business problems in such fashion as to avoid stirring up demands in the future for greater regulation at the federal level.

I am most anxious to see prevail an approach of conciliation and mediation of intra-industry conflicts, and I feel sure I can attest the willingness of A. G. A. to cooperate to that end.

Let me say here that I am not at all unaware of the difficulties of getting together, even for exploratory purposes, the representatives of producers, transmission companies and distributors. There are those who will suggest there is no common ground capable of exploration; others who will see possible legal repercussions; and so on.

To these I repeat the thought expressed a few months ago by President John Merriam of this association who counseled that we should not let go by default this opportunity to try to get the various segments of our industry together. This despite the often repeated statement that producers, as I have said, do not consider themselves part of the natural gas industry solely because of the circumstance that they sell gas to pipeline carriers.

I think that John Ferguson, your executive director, has done an exceptionally fine job in keeping the members of INGAA so well informed on legislation and FPC matters generally. Information is the key to understanding. But we have a need now for reappraisal of policy and principles in terms of all the information that is available.

In short, the American natural gas industry is now called upon to attempt by some means to decide a major question of industry policy. The question is, what are the areas where greater accord may be found in the light of sound public policy.

As you will recall, John Merriam said to us last fall, "Part of a team cannot win and part of a team cannot lose. The whole team either wins or the whole team loses. The natural gas industry is either a team or it is not a team. If it is a team, and obviously it is, it has got to win as a team."

Assuming that a group could be gotten together, I wonder whether they might not be able to agree upon a set of policies and principles which the great majority of companies in all parts of the industry would support. I do not minimize the differences that have been aired in the Congressional hearings, and I do not question the sincerity of the men who have taken extremely divergent approaches to the problem of federal regulation.

Nevertheless, I believe that an effort should be made now to mitigate the differences between us, to bind up some of the wounds and to prepare to go forward with as united a program as can be worked out among us. So many of the men that I have met in my experience in this business are fundamentally men of good will. I know that they are experienced in the art of cooperation, for if they were not, they would not have become top executives in their own companies.

What I wish to urge upon you all is that we try to extend the principles of cooperation which are so indispensable within our own corporate organizations to the end of securing a more perfect and more cooperative coordination of the gas industry as a whole.

Time out

(Continued from page 8)

comparative gas appliance sales for the first eight months of this year compared with the corresponding period last year.

One large national merchandising chain, which had previously handled only electric appliances in Lansing, is now selling a leading line of gas ranges. Outstanding success has been achieved in the sales increase in gas incinerators. Gas clothes dryer sales, which had been running at a ratio of one gas to three electric before initiation of the Lansing Program, are now approaching a one to one ratio.

Consumers Power Company management has been so encouraged with the result of these Lansing dealer promotions that it has adopted them in slightly modified form throughout its gas service territory.

As part of its campaign to make dealers and dealer salesmen better gas appliance marketers, the company conducted a sales training program last year. A similar series is planned later this year.

In connection with the 1954 series of special promotions, an elaborate and extensive schedule of dealer and dealer salesmen bonuses was established. Both Mr. Carlyon and Mr. Mulligan agree that these special incentives were profitable and necessary in the early stages of re-allying these groups in the local gas appliance merchandising pattern.

Directly related to more effective selling is the need for reliable dealer appliance sales information. The dealer obviously cannot be coerced into supplying these important data to the utility's dealer representative; he must come to recognize some direct benefit to himself—**lesson five,** if you please. The dealer sales bonuses were the first and most immediate manifestation of financial gain to be derived from providing reliable and verifiable sales results.

Dealers recognize value

More and more dealers came to recognize the value to themselves of receiving reliable monthly gas appliance sales data throughout the Lansing Demonstration area. Consumers Power personnel stress the usefulness to the individual dealer of knowing whether or not he is obtaining his share of the entire local market potential.

A simple monthly reporting service has been in operation for the last eight months. It is not unduly time-consuming or burdensome to the dealer, an important factor in assuring its continuing success. Data from all cooperating dealers (including the utility's own sales) are compiled. The totals are then made available to each participating dealer. Of course, no individual dealer's results are released.

Adoption of the policy of free installation of new gas ranges, dryers and gas refrigerators sold by the utility and dealers alike has provided still another forceful incentive for dealers to become more enthusiastic gas appliance marketers—and incidentally to provide accurate appliance sales records. What is good for the goose is good for the gander—and so we once again find another policy, proved successful in Lansing, being extended to other parts of Consumer Power territory.

Appliance dealers generally have welcomed relief from this added cost burden. Even plumbers, already kept busy in this rapidly growing territory, have approved this new policy. Simultaneously, Consumers Power Company adopted a schedule of modest fixed installation fees for other domestic appliances—water heaters, incinerators—so that the dealer or customer will have definite advance knowledge of the total costs to be incurred in the sale or purchase of a gas appliance.

Lesson six relearned was that at times unnecessary or uneconomic expenses are incurred in the enthusiasm to make a sale. In an early 1954 gas incinerator promotion, purchasers were given a special "trade-in" for their present "incinerator," the outdoor wire mesh basket. During a second and later incinerator campaign this inducement was omitted without any adverse sales results. It has also been ascertained that dealer salesmen bonuses during a campaign, in conjunction with the continuing appliance installation policy, are adequate and more effective incentives for increased gas appliance sales than dealer bonuses.

Considerable experimentation took place in 1954 regarding the optimum expenditures for local radio and TV advertising. About $14,000, plus some modest dealer participation, was spent for this purpose alone. This was almost entirely an "extra" expense since virtually no local use had been made of these media prior to advent of the Demonstration City activity. Spot announcements of 20 seconds each (the only ones available locally during "A" time) appeared three times weekly on each of the two local TV stations, supplemented by five spots daily on each of the two local radio stations. "Dealer" type announcements were stressed.

Direct benefits, in the form of added floor traffic and sales resulting from this extensive radio and TV use, were difficult to measure. Opinions, even among Consumers Power Company employees, differ somewhat on this score. With the realization that the Demonstration City activity was "here to stay" rather than essentially a "one year flash," it was recognized that the level of 1954 radio and TV expenditures could not be justified permanently. Accordingly, these activities were curtailed considerably during the current year.

It is the hope and anticipation of Mr. Carlyon and other Lansing division personnel that this work will again be augmented in 1956—though admittedly not to last year's level.

At the present time, the company in the Lansing area continues sponsorship of a once-a-week one minute commercial on the highly successful local "Copper Kettle" TV program, costing approximately $3,500 per year. In return the company obtains daily "non-commercial" reference to gas appliances as part of the half-hour daily food show and keeps a gas range before the public on the TV program. In addition, there are occasional radio commercial spots, scheduled as part of a special promotional campaign.

And finally, **lesson seven:** It doesn't always pay to acquaint even friends and sales allies with your plans too far in advance. Such information, leaking accidentally into competitors' hands, may be used to anticipate your special promotion schedule. Such a mistake occurred once during a 1954 promotion. As a result, Consumers Power stopped detailing to dealers its entire proposed 12-month schedule early in the year.

Not completely satisfied

It would be too optimistic or incorrect to say that the company management is completely satisfied with the Lansing accomplishments to date, encouraging as they appear. Nor are those directly connected with this Demonstration City activity—Mr. L. L. Clemmer, general residential sales supervisor, who was largely responsible for preparing the entire program; Mr. Carlyon; Mr. Lawlor, assistant to the division manager; Mr. Carlson and Mr. Casey, residential sales supervisors who carried out the program in the Lansing division office—inclined to rest on their laurels. Instead, constructive self-criticism and a realization of the need for further improvement is evident.

Possibly uppermost in the category of unfinished future business is the conviction among utility employees, dealers, and dealer organization, that there is a vast untapped opportunity for greater gas appliance sales. It is one thing to instill such enthusiasm for a relatively short period of time; it is another and more difficult task to maintain this enthusiasm permanently.

The gas appliance manufacturers are

an invaluable ally in this continuing campaign for the dealer's and consumers "mind." Consumers Power Company management has been gratified with manufacturer participation to date in its Lansing "experiment"—some added radio and TV advertising during 1954, as well as direct help in dealer meetings.

Utility-manufacturer cooperation remains, however, an area which has not been fully capitalized upon in Lansing. It is another important "must" to which company personnel are addressing themselves.

The Lansing Demonstration City activity, like those of the other ten cities (see earlier stories in the A. G. A. MONTHLY about Abilene, Pasadena, Ocean City) is no longer, if indeed it ever was, considered a spectacular one-year operation. It is instead a continuing accumulation of little experiments, some new, some merely old ones brought up-to-date, which combine to prove the business soundness of the A. G. A.'s recommended Program for Action and of the "Demonstration City" device, under appropriate circumstances, as a valuable sales and marketing tool.

"With time out to think," Lansing has already repaid itself many times for Consumers Power Company management. With continued time out to think, Lansing will be even more valuable in the years to come.

Facts and figures

(Continued from page 14)

over July 1954. During the first seven months of this year, automatic gas dryer shipments totaled 152,800 units and electric dryer shipments totaled 439,600 units up 59.6 and 83.9 per cent respectively over the same cumulative period ending July 1954.

Gas appliance data relate to manufacturers' shipments by the entire industry compiled by the Gas Appliance Manufacturers Association. Industry-wide electric appliance statistics are based on data compiled by the National Electric Manufacturers Association and are reprinted by GAMA in its releases. Data on both gas and electric dryer shipments are released regularly by the American Home Laundry Manufacturers Association.

Gas utility and pipeline construction expenditures during the second quarter of 1955 totaled $274 million, down 8.7 per cent from the $300 million spent in the same quarter a year ago but 49.7 per cent higher than first quarter 1955 expenditures. Estimated construction expenditures during the third and fourth quarters of 1955 are $477 million and $451 million respectively, equal to a rise of 76.1 per cent over the second half of 1954.

The rise in anticipated construction expenditures in the second half of the year reflect substantial activity in the construction of two major pipeline projects, namely the Pacific Northwest Pipeline Company and the American Louisiana Pipeline Company. Estimated construction expenditures of the gas utility and pipeline industry for the year 1955 are $1,385 million, representing the second highest construction year.

Operating revenues of the total gas utility and pipeline industry (including both pipeline sales for resale and distribution company sales for ultimate consumption) for the 12 months ending June 30, 1955 totaled a record $4.97 billion, up 13.0 per cent over a year ago. Net income, after payment of $621 million in taxes by the industry, was $482 million, up 9.3 per cent over the same cumulative period ending June 30, 1954.

Total revenues of the gas utility and pipeline industry to ultimate consumers alone, in the second quarter of 1955, aggregated $759 million, up 10.0 per cent over the comparable quarter a year ago. There were just over 28 million gas customers (plus approximately 240,000 consumers receiving liquefied petroleum gas through mains) on June 30, 1955.

Gas utility and pipeline sales to ultimate consumers were up 6.7 per cent, rising from 14.1 billion therms in the second quarter of 1954 to 15.0 billion therms in the current quarter.

Utility and pipeline sales of gas to ultimate consumers during July aggregated 4,124 million therms, up 4.2 per cent over July of last year. This marks the first July in which more than 4 billion therms were sold. Sales of gas to industrial users were up approximately 5.2 per cent in the current month.

During July, 1955, the Federal Reserve Board index of industrial production reached an all-time high of 140 (1947-1949 = 100) up 13.8 per cent over last year. The Association's July index of utility and pipeline gas sales is 193.6 (1948-1949 = 100). During the 12 months ending July 31, 1955, total utility and pipeline sales of gas were 64.2 billion therms, up 8.1 per cent over the comparable cumulative period ending July 31, 1954 when gas sales aggregated 59.3 billion therms.

CUSTOMERS, SALES AND REVENUES OF GAS UTILITIES AND PIPELINES IN THE UNITED STATES, SECOND QUARTER, 1955

	Quarter Ending June 30			Twelve Months Ending June 30		
	1955	1954	Percent Change	1955	1954	Percent Change
Customers						
Total	28,002,500	26,995,000	+ 3.7			
Residential	25,830,900	24,917,000	+ 3.7			
Commercial	2,022,800	1,940,000	+ 4.3	(See Quarterly Data)		
Industrial	118,700	111,000	+ 6.9			
Other	30,100	27,000	—			
Sales in M Therms						
Total	15,048,000	14,104,100	+ 6.7	63,899,900	58,980,600	+ 8.3
Residential	4,447,100	4,288,100	+ 3.7	21,187,000	19,116,000	+10.8
Commercial	1,192,700	1,132,500	+ 5.3	5,732,600	5,197,300	+10.3
Industrial	8,711,600	8,068,600	+ 8.0	34,009,700	31,586,100	+ 7.7
Other	696,600	614,900	—	2,970,600	3,081,200	—
Revenues						
Total	$758,646,000	$689,468,000	+10.0	$3,239,889,000	$2,886,574,000	+12.2
Residential	422,447,000	395,762,000	+ 6.7	1,890,789,000	1,684,682,000	+12.2
Commercial	89,019,000	81,161,000	+ 9.7	403,999,000	357,711,000	+12.9
Industrial	228,952,000	197,415,000	+16.0	868,739,000	775,294,000	+12.1
Other	18,228,000	15,130,000	—	76,362,000	68,887,000	—

Law and serviceman

(Continued from page 24)

plained to the customer, of course, but it is for his protection. If the serviceman cannot locate a leak in the customer's pipes, he must not overlook the possibility that the gas source is a leak of gas from the company's own pipes in the nearby alley or street which is finding its way to the customer's premises. Here again we are charged not only with what we know, but also with what we should have found out about danger affecting our customers.

The gas company is immediately suspected of negligence whenever gas causes damage on the customer's premises. It has one and a half strikes against it already, and this is particularly true where a service call was recently made. It becomes of vital importance usually for the gas company to have information to establish *positively* that it had nothing to do with the injury. That is why the serviceman's work is so important and that is why the company records of his work must be carefully maintained.

Even remote causes may lead to liability. For example, in one case,[4] the gas company had shut off service to one of several stores. A gas pipe in the vacant building was left uncapped, and the gas company men knew or should have known of this fact. Hence, several weeks later, when someone opened the valve in the meter loop, the gas company was held responsible for the explosion and fire in the vacant building.

Why? Simply because its men should have realized the possibility that some person might innocently come along and open the valve.

The way to avoid liability is to recognize and discharge the responsibility which our servicemen have to our customers. That sounds like it is overly simplified and perhaps so, but here is what I mean: Earlier this year one of my old friends and I were having dinner while waiting for our plane. He is in the gas business too, having come up through the ranks as helper, fitter, then serviceman and later foreman.

I asked him what incident stood out in his mind as being one of his most important experiences on customers' premises. He thought a minute and then told me of a call made years before when he had set a meter at a residence in a small Texas town and turned the gas on. He got all the appliances lighted and checked, but he did not run a dial check on the meter because it was raining hard.

On reaching home that night he was puzzled by his recollection that his gauge check on the interior piping was slightly low, but he felt inclined to dismiss it as an oddity of the regulator. Still he was not satisfied and that evening after dinner he went back to the customer's home.

Sure enough, he found that gas was passing the meter with all appliances closed. There was a concealed valve underneath the floor, partially open and passing gas through the pipes into a small unoccupied apartment. The customer had no knowledge of the open valve and certainly the serviceman had none. But the serviceman, and through him the gas company, would probably be charged with notice of the condition that he should have found. Undoubtedly this man's caution prevented an eventual explosion and fire, personal injury, and probable loss to his company.

This simple incident, where something did *not* happen, illustrates the high character of the serviceman's job and the importance of his personal knowledge, curiosity and devotion to duty.

[1] *American Jurisprudence*—vol. 24, page 686-7;
[2] *Ray* v. *Gas Co.*, 39 Pac. (2) 812 (1934).
[3] *Gas Co.* v. *Connolly*, 214 Fed. (2) 254 (1954).
[4] *Sawyer* v. *Gas Co.*, 274 Pac. 544 (1929).

Servel field tests

(Continued from page 15)

at improving its unit's competitive position precisely in the areas defined by the A.G.A.'s Air Conditioning Task Group. In an article in the September A.G.A. MONTHLY, Leon Ourusoff, ACTG chairman, spoke of the absorption type unit as "the only type of residential gas air conditioning fully commercialized. It has many advantages known to all including fairly high efficiency but after 15 years of development and use is still too high in first cost and maintenance cost. Both could be reduced."

In the same article, a preliminary comparison of various air conditioning systems placed gas absorption in a "B" category, but noted the position could change to "A" as development and maintenance features improve.

Servel, which manufactured its first "all-year" gas air conditioner in 1939, has produced more combination cooling-and-heating air conditioning installations than any other manufacturer. Its products, ranging in capacity from two to 25 tons, also have numerous commercial and industrial applications.

Safety conference

(Continued from page 17)

could be prevented.

Ninety per cent of the world's work today requires sight, he pointed out, and said that when one man at work loses his sight, it is partly the fault of that man's supervisor. Industry must develop safety programs, if such accident prevention work is not now being done.

Flying particles are the most frequent cause of eye accidents and these can be totally prevented by the use of goggles. Mr. Bleakley offered his own services to come before groups to impress such employees with the terrible loss that can result from negligence in the use of safety equipment. "Tell them what you have seen and heard today," he concluded simply. "If you can't convince them logically, scare hell out of them!"

Nearly every phase of gas industry accident prevention work was discussed by a panel comprised of W. Vance Smith, moderator; E. S. Beaumont, The Peoples Gas Light & Coke Co., Chicago; E. E. Edmonson, Texas Eastern Transmission Co., Shreveport; Charles L. O'Reilly, Boston Gas Co., and Avery Willis, Seattle Gas Co., who substituted for E. E. Taylor, Southern California Gas Company.

Dean H. Mitchell, president, Northern Indiana Public Service Co., Hammond, and first vice-president of A. G. A., was the speaker at the luncheon on Thursday. He pointed out the many tangible accomplishments of the gas industry in accident prevention, starting as far back as 1903 when specifications were first developed for the safe construction, installation and operation of gas ranges. A safety code for the entire gas industry was prepared and adopted almost universally in 1915. In 1925 the Association set up its Research Testing Laboratory in Cleveland, where today each year nearly 6,000 gas appliances are tested under rigid tests of safety and efficiency.

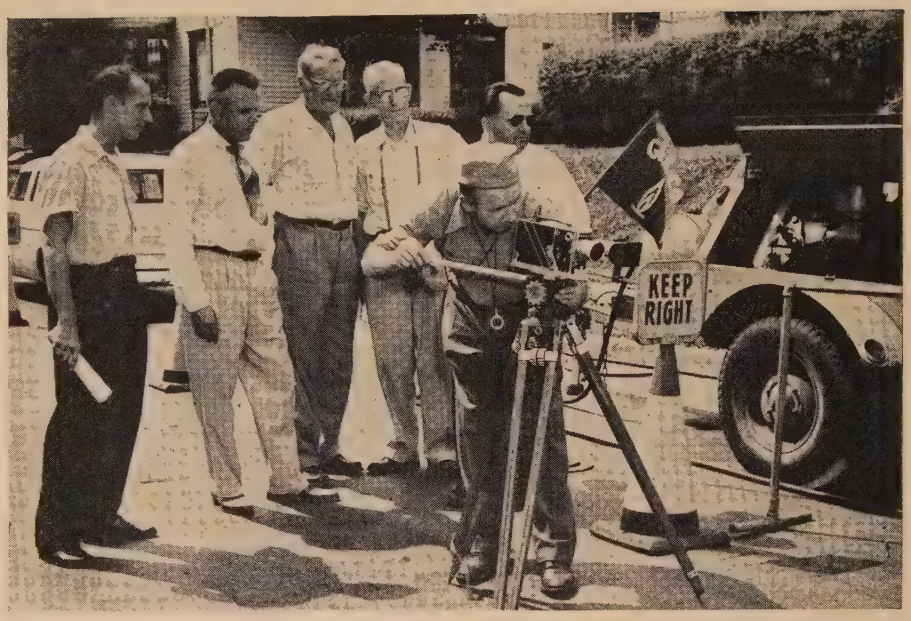
Safety programs have meaning and vitality in the proportion to the value we place on human life, Mr. Mitchell said.

Film safe distribution practices

More than four years ago, support of top management was enlisted through the appointment of the A. G. A. Executive Safety Committee. Emphasis placed on safety has borne much fruit and in 1954 for the seventh consecutive year accident frequency rates have declined since the postwar peak in 1947.

Safety and accident prevention have been placed high on the agendas of such Association groups as the Gas Industry Development Committee, the Approval Requirements Committee, the Public Information Committee and others. The A. G. A. MONTHLY has published more than 33 articles, pictures and features during the past year, he said, all promoting safety. Safety codes governing installation of piping, appliances and equipment in homes and public buildings, and covering safe transmission and distribution practices, have been developed and approved by ASA in the past year.

Perhaps one of the most exciting A. G. A. Safety projects of 1955 was the recently completed "Operation Cue"—the A-bomb test in Nevada, Mr. Mitchell declared. Here appliances, gas appliances and gas lines were subjected to ground shock, and atmospheric pressures, as well as high temperatures that might be encountered under A-bomb explosions. Results of the tests will be published at the A. G. A. Convention, Los Angeles, he said.



Shooting is shown in progress for "Start with Safety," the new American Gas Association Accident Prevention Committee film produced on the properties of Empire Gas & Fuel Co., Ltd., Wellsville, New York. The 12-minute film outlines specific safe practices in gas distribution line maintenance and presents a construction safety program which can be used to advantage by all gas companies. Copies of "Start with Safety," 16 mm. sound color, can be borrowed or purchased from A. G. A.

In the closing ceremony of the conference, Mr. Mitchell presented Accident Prevention Certificates to 77 companies in the gas industry who had lowered their accident frequency rate 25 per cent or more compared with the previous year.

Field trips to stations of the Texas Illinois Natural Gas Pipeline Company at Malverne, Ark., and the Texas Eastern Transmission Corporation in North Little Rock, completed the stimulating program for the 7th Annual Conference.

Customer relations

(Continued from page 10)

gram? A program of customer relations training is designed to change the behavior of employees. This then is the only valid evidence that the program has accomplished what it was intended to do. According to Mr. Hiltpold, most employees have taken to this idea of good customer relations rather readily and have put the training material to good use. Clearly, the program has helped the company to a significant degree. There is still room for improvement. This is the reason for repeating the whole program at a later date.

Doesn't such a program cost a lot of money? In actual cash outlay, the Hoosier Gas Corporation has spent about $500. This provided one A. G. A. kit, a projector and a screen. Small additional amounts will have to be spent from time to time for the booklets to be handed to each employee who attends a meeting.

As Mr. Hiltpold sees it, at that price his company got a real bargain. He benefits from the experience and study of the industry's foremost experts on customer relations. He could not possibly employ such talent, and no one in his company is sufficiently expert on training or customer relations to create a similar program, even over an extended period of time. In attempting to produce such a program, far more than $500 would be spent, and the product would not be comparable. Clearly, the A. G. A. program was a bargain for the Hoosier Gas Corporation.

Adding man-hours of participation and preparation to the cost of the A. G. A. kit, the cost of the training program increases substantially. Over one hundred man-hours have been spent on the first four meetings. To this must be added the instructor's preparation time. What will be gained by this expenditure? The company's customer relations should show an improvement. The extent of this improvement is hard to measure. But even more difficult is assessing the value of this improvement. In terms of dollars, what are good customer relations worth?

As Mr. Hiltpold believes, the expenditure of time and dollars was worthwhile because of the gains to be made in the years to come.

What type of customer relations training would a small gas utility have if it didn't use the A. G. A. kit? Prior to the creation of the kit, a need for such material was expressed by large, medium and small companies. The Hoosier Gas Corporation had no formal program and did not anticipate creating one. Mr. Hiltpold could not see how an operation such as the Hoosier Gas had could possibly employ a person capable of developing a suitable formal program of comparable value. It is his experience that in a small operation narrow specialization is not possible; every man must be able to handle a broad area. Little, if any,

formal customer relations training is normally available in most small gas utility companies.

When asked if he would advise other small gas utilities to use the A. G. A. kit, Mr. Hiltpold gave an unqualified "yes" answer. His reasons for feeling as he does are apparent throughout this discussion. His opinion can be condensed as follows: Without the A. G. A. kit, little formal customer relations training is probable. The kit offers at a reasonable price the experience and knowledge of experts employed in the industry. Where else can a small gas utility get so much value for its training dollar?

There you are, Fred. That's the whole story. I've covered all the points you raised and added a few of my own. Do you still think the small gas utility can't use the kit?

I think you have convinced me that it can, Jim. You have given me some very good ideas, and I think I'll try to use them to sell the kit to my company. We're in about the same boat as this Hoosier outfit, and I don't think we can afford *not* to use this program.

Industrial relations

(Continued from page 20)

NLRB Announces New Policy on Union-Shop Discharges—Because of a change in NLRB policy, unions will find it much more difficult to get an employee discharged for dues delinquency under a union security clause. Under former Board rules, an employee could not salvage his job by making a last-minute tender of dues after the union requested his discharge. But from now on, the Board says, an employee can avoid discharge by tendering his dues at any time prior to his actual discharge (Aluminum Workers, Local 135).

A union had a rule which provided for automatic suspension of a member after two months' delinquency in monthly dues. It further provided for payment of an unspecified reinstatement fee by the suspended members. A dues delinquent offered to pay up her back dues, but the offer was rejected because it was not made at a union meeting. A later offer was rejected because it did not include a reinstatement fee. She was then informed that the fee would be $15. The employee made several offers to pay the back dues, but each time the offer was rejected because the employee would not pay the reinstatement fee. After the union requested her discharge, but before the employer actually fired her, the employee sent the union the back dues and reinstatement fee by registered mail. This payment was refused by the union, and the employee was discharged.

When the case first came before the NLRB, it ruled that the union unlawfully caused the employee's discharge. Nothing in the union's by-laws indicated that dues had to be paid at union meetings only. Further, the Board ruled that when the employee made this original offer to pay the back dues, the union had not notified her that she owed a specific reinstatement fee. Under these circumstances, the employee was not obligated to pay such a fee, the amount of which had neither been determined nor brought to her attention before she offered to pay the back dues.

Later on, the union requested the NLRB to reconsider its ruling. It claimed that it was immaterial that the employee did not know of the reinstatement fee at the time she first offered to pay the dues. Her discharge had not been requested until after she had been notified of the reinstatement fee, and had refused to pay it.

This argument was rejected by the Board. It upheld its previous ruling that the employee prevented a lawful discharge by tendering dues before she had been informed of the reinstatement fee. However, the Board said that even if that tender of dues was not in itself sufficient basis upon which to forestall a lawful discharge for dues delinquency, the later offer to pay the dues and reinstatement fee was. This was so, even though that offer had been made after the union had requested her discharge. In reversing its former position that a belated tender of dues did not forestall a valid discharge, the Board said: ". . . we hold that a full and unqualified tender made anytime prior to actual discharge, and without regard as to when the request for discharge may have been made, is a proper tender and a subsequent discharge based upon the request is unlawful."

Thirty-one IGU delegates visit Caloric's Topton plant

A GROUP of 43 persons who were attending the Sixth International Gas Union conference in New York City recently toured the Topton, Pa., plant of the Caloric Appliance Corporation.

The group included Jules Jan Janssen, general director of the Gas Association of Belgium, and Pierre Pehau, general manager of Sociea Italiani Misuratori of Milan, Italy.

Julius Klein, president of Caloric Appliance Corp., acted as host to the 31 foreign gas utility officials and 12 wives in the group.

Other Philadelphia area companies who joined in acting as hosts to the 43 delegates and wives included: Philadelphia Gas Works Division of the United Gas Improvement Co.; American Meter Co.; The Philadelphia Electric Co.; Selas Corporation of America; and United Engineers and Constructors.

The guests were conveyed to Topton by special bus caravan. Upon arrival they made an inspection tour of the plant and attended a luncheon given in their honor.

In the afternoon, the group was again honored, at a dinner and reception in nearby Philadelphia. The next day it toured the Philadelphia Gas Works plant and the American Meter Company plant, and visited historic points of interest in Philadelphia.

The delegates and wives visited Washington, D. C., the same week, and then returned to New York City.

Forty-three persons attending the sixth International Gas Union conference in New York, including 31 foreign utility officials and 12 wives, recently toured the Topton (Pa.) plant of Caloric Appliance Corp.

Low budget safety program

Among the winners of American Gas Association top awards for accident prevention were the gas departments of The Narragansett Electric Co., Providence, Rhode Island, a part of the New England Electric System. These two gas departments, separated geographically, have a common interest in accident prevention and participate, as a unit, in the safety program of the New England Electric System.

Management supports this program because it realizes that the safety and welfare of the individual employee is increased with such a program; the dividends of the stockholder are protected; the acceptance of the product by the public and the customer is encouraged.

As with all system companies, departments or groups, management manifests its interest by taking an active part in the program. Much of the authority and responsibility for the carrying out of the accident prevention program is delegated to operating supervisors, but management attends departmental safety meetings and the company safety meeting and recommendations of these groups receive prompt attention.

We believe the operating supervisors are the key to our whole program and they receive guidance and counsel from the district safety supervisor of The Narragansett Electric Co., as well as the system safety manager. These safety men carry out the usual staff functions of keeping records, determining progress and trends, making inspections and investigations.

A number of inspections are made by sub-committees of the local safety committees, the district safety supervisor and the insurance engineer. Recommendations following these inspections are sent to management; priority and feasibility are determined and prompt action taken. Complementing these inspections, safe working conditions are maintained and the purchase of only approved safety devices or safety equipment is guaranteed by forwarding purchase requisitions to the safety department before actual purchase is made.

A large scale formalized safety training program is not practical with a small organization and, for this reason, on-the-job training is given when and as it is needed. In addition to the introduction to company policies, the new employee is given a pamphlet entitled "Greetings to the New Employee." This booklet contains basic safety rules he must know in order to do his work properly.

When necessary, small schools for servicemen and the like are set up to answer an immediate need. First aid courses are offered during off-duty hours and some limited first aid training is given on company time. Monthly practice sessions are a must for all employees in the various methods of resuscitation and the use of the inhalator.

All industrial accident reports are made out whenever an employee is injured. The degree of injury has no bearing on whether or not such a report is completed.

All new employees are given pre-employment physical examinations by local doctors approved by the system's medical director. These examinations are very complete and the knowledge gleaned from them has helped in many cases to correct situations not previously apparent.

Employees may visit a company clinic held at regular intervals. The medical program has been developed to a point where many of the earlier reasons for absenteeism are now eliminated. Yearly physical examinations are not attempted for all employees, but regular check-ups are given certain supervisory classes.

Our safety program is based on the premise that to be successful every man and woman on the payroll must accept his or her share of the responsibility for working safely. Various campaigns have been devised to stimulate interest and encourage cooperation.

Perhaps the most remarkable of these has been the System's annual October "No Accident Campaign," in which these gas departments participate. Daily reminders to all employees during these campaigns is accomplished by distribution of suitably inscribed books of safety matches and posters—each designed for the specific campaign and inscribed with a challenge to the individual to help make the goal of freedom from accidents possible.

It is our feeling that such a campaign not only stimulates interest, but that it trains and retrains both the old and the new employees. These campaigns have done a great deal for us and we earnestly recommend them to other companies, not as the whole safety program, but as a very important part.

The gas departments of The Narragansett Electric Company are proud of the response and cooperation of all employees. Each is entitled to his or her share of credit for winning this most recent A. G. A. award.

We appreciate the fact that there may be times when we will not be able to anticipate and prevent all preventable accidents and, as a result, disability may follow. If that should ever happen, we are confident that our employees will not lose interest in our long-range program and its hoped-for goal, but will attempt to build defenses against recurrence of that particular accident-making possibility.

Industry news

BRAB to study water heating

THE Building Research Advisory Board has announced that 14 representatives of industry, government, educational and scientific fields, and trade associations were appointed by the National Research Council to serve on the BRAB Advisory Committee to the Federal Housing Administration for a study of criteria for performance standards for domestic hot water heating equipment.

The committee will study existing data, define problems, develop recommendations and make a report to the FHA on this information which may be used as a guide in the revision by the FHA of applicable MPR (minimum property requirements).

Following preliminary discussions with FHA staff members, several specific problems were defined and FHA established a priority relationship regarding the immediacy of the desired information as follows:

First priority: Establishment of criteria which will insure a reasonable service life of hot water heating equipment. Eight to ten years is regarded as a reasonable service life.

Second priority: (a) Study and recommendation on safety devices (pressure and temperature relief valves, fuel shut-off devices) that should be required and how they should be installed, and (b) study of data on hot water consumption and determination of equipment capacities which must be provided for adequate service.

Third priority: (a) Study of the clearances that should be provided between hot water heating equipment and adjacent construction to permit service to the installation and replacement of equipment, and (b) study of manufacturers' guarantees and warranties executed in favor of the home owner to determine if such agreements can provide an acceptable means of assuring a reasonable service life.

Dean F. M. Dawson of the College of Engineering, State University of Iowa, Iowa City, and a member of the Building Research Advisory Board, is the chairman of the BRAB Advisory Committee.

The Building Research Advisory Board is a part of the division of engineering and industrial research, National Academy of Sciences—National Research Council, a private nonprofit organization chartered by Congress. Its 30 members are appointed by the National Academy of Sciences from the ranks of the foremost technologists of industry.

A. O. Smith begins $4,400,000 Kankakee expansion program

A $4,400,000 expansion program at its Kankakee (Ill.) Works was announced last month by A. O. Smith Corporation. The program, already under way, will be completed by late 1956 and will result in the addition of 270,000 square feet of additional manufacturing and storage space, increasing the present area by over 50 per cent.

A. O. Smith manufacturers its glass-lined Permaglas domestic water heaters, Burkay commercial water heaters and a line of home heating and air conditioning equipment at Kankakee. In addition, the Kankakee Works manufacture the Harvestore glass-coated steel farm silo and its industrial counterpart, the Permaglas storage unit.

The expansion also will include the addition of 315,000 square feet of parking area, enough for an additional 1,000 cars, it was explained by J. H. Brinker, Permaglas division general manager.

In addition to the erection of three more storage warehouses, the expansion calls for a new steel storage and processing building, a plant for manufacturing the Harvestore, an addition to the office building, and the expenditure of $1,000,000 in the main plant building for production facilities for the warm air furnace and air conditioner manufacturing lines.

A.G.A. to sponsor largest exhibit at national hotel show

THE American Gas Association Industrial and Commercial Section, in cooperation with 11 manufacturers of commercial gas equipment and allied appliances, will sponsor the largest single exhibit at the National Hotel Exposition.

Occupying nearly 3,500 square feet in a preferred location of the Kingsbridge Armory, Bronx, N. Y., the combined commercial gas exhibit will be the focal point for thousands of visitors to the show during the week of November 7-11.

Companies in the combined exhibit are: The G. S. Blodgett Co., Inc., Burlington, Vt.; Cecilware-Commodore Products Corp., New York; The Cleveland (Ohio) Range Co.; Duke Manufacturing Co., St. Louis, Mo.; Groen Manufacturing Co., Chicago; Kewanee (Ill.) Industrial Washer Corp.; Magic Chef, Inc., St. Louis, Mo.; The Malleable Steel Range Manufacturing Co., South Bend, Ind.; Robertshaw-Fulton Controls Co., Youngwood, Pa.; A. O. Smith Corp., Milwaukee, Wis.; and Welbilt Corp., Detroit, Michigan.

As the hotel show is of major interest to commercial gas men, meetings of Section committees which deal with commercial gas activities are being held during the week of the show. One of the highlights of the week is the annual Commercial Gas Breakfast, which presents an outstanding speaker, and offers commercial gas men the opportunity to meet on an informal basis with equipment manufacturers and representatives of publications in the volume food service field (always guests of the Section).

The breakfast will be held on Wednesday morning, November 9, at the Hotel Roosevelt, New York. The speaker this year will be Tom Barrett, superintendent of the Waldorf-Astoria Hotel. A most engaging speaker, his subject will be engineering in the hotel industry.

The Food Service Equipment Committee and the Commercial Gas Processing Committee will hold their meetings on Tuesday, November 8, at the Hotel Roosevelt.

Committee on Displays at National Expositions met in New York to plan the A. G. A. combined commercial gas exhibit in the National Hotel Exposition to be held at Kingsbridge Armory, Bronx, N. Y.

Hold Mid-West gas school and conference at Iowa college

THE 32ND Mid-West Gas School and Conference was held at Iowa State College, Ames, September 7-9. The first and third days of the course were devoted to classes. On the second day there was a field demonstration of trenching machines, backfillers, tampers, backhoes, concrete saws, pipe saws, and similar construction machinery; and an exhibit of equipment including meters, regulators, instruments, tools, and other apparatus used in gas operating departments.

The course was conducted by the Mid-West Gas Association in conjunction with the engineering extension service of Iowa State College.

Lennen & Newell to handle A.G.A. national consumer ads

APPOINTMENT of Lennen & Newell, Inc., N. Y., as agency for American Gas Association's national consumer advertising was announced by F. M. Banks, president, Southern California Gas Co., and president, American Gas Association. The appointment takes effect after the first of the year, the exact date to be determined.

The gas account is now in its twentieth year. In 1956 A.G.A. will sponsor a million-dollar campaign on domestic gas appliances in leading consumer magazines. This campaign is an integral part of the Association's promotion, advertising and research (PAR) program.

Mr. Banks stated that the appointment was made after weeks of intensive analysis of leading agencies' qualifications. After a preliminary screening, ten agencies were invited to make presentations to the PAR Domestic Advertising Committee. This committee, composed of gas company advertising managers headed by Clayton G. Cassidy, The Peoples Gas Light & Coke Co., Chicago, narrowed the field to three agencies.

Final selection of Lennen & Newell was made by the PAR Special Subcommittee on Agency Relations. This group is composed of leading industry executives, under the chairmanship of William B. Hewson, vice-president, The Brooklyn Union Gas Company.

INGAA re-elects Merriam, backs Harris-Hinshaw Bill

ENDORSEMENT of the Harris-Hinshaw Bill, a recommendation to continue the public information program, panel discussions on both Canadian and U.S. gas, and awareness of the growing competition between electricity and gas were features of the Independent Natural Gas Association of America Convention at Jasper Park, Alta., September 12-13.

John F. Merriam, president, Northern Natural Gas Company of Omaha, was re-elected president of INGAA. All other officers and board members also were re-elected, and C. R. Williams, president, Pacific Northwest Pipeline Corp., was elected member of the board.

F. Marion Banks, president, Southern California Gas Co., and president, American Gas Association, stressed the necessity for producers, pipeliners and distributors to unite to meet the competition of other fuels, and urged "a better, more cooperative coordination of the gas industry as a whole" in meeting this and other industry-wide problems.

In a panel discussion on U.S. natural gas problems, the threat of electric competition was the main subject of remarks by both James F. Oates, Jr., chairman of the board, Peoples Gas Light and Coke Co., Chicago, and Joseph Bowes, president, Oklahoma Gas Co., Oklahoma City.

Convention resolutions urged the Senate to pass the Harris-Hinshaw Bill—passed by the House of Representatives at the last session of Congress—which would largely free producers of federal regulation, and endorsed the public information program started by INGAA three years ago.

J. J. Hedrick, president, Natural Gas Pipeline Company of America, was moderator for the U.S. gas panel, with Glenn W. Clark, president, Cities Service Gas Co., and W. E. Mueller, president, Colorado Interstate Gas Co., presenting problems of the pipelines. John F. Lynch, president, La Gloria Oil and Gas Corp., and H. W. Bass, president, Trinity Gas Corp., represented producers on the panel.

Mr. Mueller stressed the importance of permitting pipelines to produce their own gas under terms comparable to those pertaining to independent producers. Mr. Clark took up the problem of indirect regulation of industrial sales by pipelines.

The Canadian panel also presented representatives of all segments of the industry in a discussion of the problems confronting the industry in that country. D. K. Yorath, general manager of Northwestern Utilities, Ltd., was moderator, and D. P. Goodall, deputy chairman of the Alberta Petroleum Conservation Board, presented a general description of Alberta natural gas reserves.

R. G. Brown, president, Hudson's Bay Oil and Gas Co., Ltd., led the discussion on production in western Canada, outlined the peculiar problems and risks of development and exploration throughout this area, and detailed laws and regulations dealing with oil and gas production throughout western Canada. He urged greater unity and understanding between Canadian industry segments as the key to more rapid development.

Transmission problems were discussed by Dr. C. R. Hetherington, vice-president, Westcoast Transmission Co., Ltd., which expects to sell large volumes of Peace River gas in the Pacific Northwest area of the U.S. starting in 1957. He outlined the sales agreement with Pacific Northwest Pipeline Corp., which will transport the gas in the United States.

P. R. Plug, chief engineer, Trans-Canada Pipeline, Ltd., presented the latest developments in that company's efforts to build and place in operation a line from the southern Alberta gas fields to eastern Canada. Natural gas in eastern and western Canada respectively was discussed by P. W. Geldard, distribution engineer, Consumers Gas Co., Toronto, and F. A. Brownie, president, Canadian Western Natural Gas Co., Ltd.

The province of Alberta was joint host with INGAA at a dinner on Sept. 12, with Alberta Premier E. C. Manning, the speaker of the evening. The annual INGAA membership dinner the following evening heard Federal Power Commissioner Frederick Stueck speak on the economic, social, spiritual and temperamental parallel between the people of this country and Canada.

J. J. Hedrick (standing, left), president, Natural Gas Pipeline Company of America, introduces next speaker of INGAA convention, Jasper Park, Alta., Canada. Left to right: Joseph Bowes, president, Oklahoma Natural Gas Co.; W. E. Mueller, president, Colorado Interstate Gas Co.; Mr. Hedrick; G. W. Clark, president, Cities Service Gas Co.; J. F. Oates, Jr., board chairman, Peoples Gas Light and Coke Co.; J. F. Lynch, president, La Gloria Oil and Gas Corp.; H. W. Bass, president, Trinity Gas Corporation

Northern Illinois holds week-long centennial celebration

At the climax of a dinner at which Northern Illinois Gas Company played host to more than 200 guests, President Marvin Chandler commemorated centennial by igniting the old gas street lamp installed in front of the utility's Ottawa store during the utility's week-long celebration in August

President Chandler, District Superintendent A. W. Barron, Mayor R. C. Woodward, contrast modern main section with hollow log used 100 years ago

NORTHERN Illinois Gas Company held a week-long public celebration during August in Ottawa, Ill. where gas was first introduced 100 years ago in the utility's 17-county service territory. The gas company, led by its president, Marvin Chandler, was host at a centennial dinner for more than 200 guests, including state and county officials, Ottawa city and civic leaders, and top officials from the utility's 196 communities in its service area.

The dinner preceded appropriate lighting ceremonies of an old gas lamp placed in front of the utility's Ottawa store. Other highlights were a display of gas company equipment, and a free two-day cooking school in a theater adjacent to the gas company's store. More than 50 prizes donated by local appliance dealers and merchants, plus major prizes offered by the gas company, were given away as drawing prizes during the two shows.

A street dance was held one evening, with refreshments and entertainment. The local gas company store was the scene for daily demonstrations of the "old" and the "new" in gas appliances, and special entertainment.

Northern Illinois Gas has led an eventful existence since it took over the operations of Public Service Company gas properties in February, 1954, as the tenth largest gas distributing utility in the nation and the second largest in Illinois. It not only commemorated the 100th anniversary of gas service in its territory, but added the 500,000th customer to the system in July and broke all previous peak gas sendout records on five consecutive days in January of this year.

In addition, the company and its more than 2,500 employees have virtually completed separation of gas and electric activities from those previously conducted jointly with Public Service.

While these separation activities were in progress, Mr. Chandler, president and chief executive officer, announced an approximate $63 million four-year construction program (1955-58) that will prepare the utility's system for the anticipated increase in the number of customers as northern Illinois continues its steady population growth. Mr. Chandler pointed out that since 1940 more than 200,000 customers had been added to the system—an increase of about 76 per cent in 15 years. He added that the company's growth pace is double the rate of the country.

Siegler Corporation enters contract to purchase Holly

THE SIEGLER CORP., Chicago, and Long Beach, Calif., manufacturers of space heating equipment, has entered into a contract to purchase Holly Manufacturing Company, Pasadena, Calif., largest producer of wall type heaters, according to a joint announcement today (September 19) by John G. Brooks, Siegler president, and J. S. Johnson, president and principal stockholder of Holly Manufacturing Company. The acquisition will be accomplished through a cash transaction.

In addition to its major production of wall type heaters, Holly Manufacturing Company, founded by Mr. Johnson in 1938, manufactures a line of central heating equipment.

The Siegler Corporation manufactures and sells space heating equipment; its recently acquired Hallamore division designs, manufactures, and sells electrical and electronic devices. Products include communication equipment and systems, and test and ground support equipment for guided missiles.

Both companies are manufacturer members of the American Gas Association.

Maryland Utilities Association holds two-day meeting

THE THIRTY-FIRST fall conference of the Maryland Utilities Association, composed of representatives of Maryland and District of Columbia public utilities, was held at Virginia Beach, Va., September 16-17. The conference was called to order by President George M. Nelson, president, The Eastern Shore Public Service Co., Salisbury, Md.; Vice-President Oscar Berry, general counsel, Washington Gas Light Co., presided.

More than 400 members and guests attended the conference.

Main speakers at the conference were C. S. Stackpole, managing director, American Gas Association, who spoke on "The Public Utility Trade Association"; Perrin Stryker, member of the board of editors, *Fortune* magazine, who discussed leadership development; Dwight W. Michener, economist, Chase Manhattan Bank, who gave a speech entitled "Business—Recent Trends and Current Outlook"; and Stuart M. Campbell, partner, Booz, Allen & Hamilton, who spoke on "Facing Up to the Cost Problem."

Washington utilities officials who attended are: Mr. Berry; Second Vice-President Robert W. Wilson, vice-president, The Potomac Electric Power Co.; E. Cleveland Giddings, vice-president, The Capital Transit Co.; Otis H. Ritenour, vice-president, The Washington Gas Light Co.; and H. Holmes Vogel, vice-president, The Chesapeake and Potomac Telephone Company.

Peoples Gas installs millionth meter in new Chicago home

J. F. Oates, Jr., Peoples Gas, points to plaque inscribed "This gas meter represents the 1,000,000 installation ready to serve Chicago's public. It marks another milestone in the company's 100 year history of service." L. to r.: Vice-President K. B. Nagler; President E. K. Bjork; Assistant to Vice-President J. G. Waddick; Mayor R. J. Daley; Mr. Oates; Alderman D. T. McKiernan; W. B. Vicars, Commerce Commission

Peoples Gas chairman and chief executive officer, James F. Oates, Jr., presents Mrs. E. J. Green with new automatic gas range, in celebration of company's millionth meter, installed in her home

THE PEOPLES Gas Light and Coke Co. recently installed its one millionth meter in a new all-gas home in Chicago.

In recognition of this event, Mr. and Mrs. Edward J. Green, the new owners, were presented with four automatic gas appliances: a range and refrigerator by Peoples Gas, a clothes dryer by the George D. Roper Corp., and an incinerator by Cribben & Sexton Company.

These appliances plus gas space heating and automatic gas water heating make this home an all-gas residence.

The home is one of 40,000 single family dwellings recently authorized by Peoples Gas to install gas heat, an application having been filed in December, 1952, by the builder from whom the Greens purchased the house.

Publish 'Load Characteristics of Gas Heating Customers'

A REPORT on *Load Characteristics of Gas Heating Customers* sponsored by the A. G. A. Rate Committee and its Subcommittee on Customer Load Characteristics, is now available. The present study attempts to indicate, for three gas utilities, the relationship between quantities of gas used for heating, outside temperature, and hour of the day.

Although the results are strictly applicable only to the utilities which conducted each study, and to the portions of their distribution systems which were studied, considerable similarity exists between results obtained by different utilities, so that the conclusions may be generally useful to other companies. The methods employed and types of problems investigated should be of interest to utilities wishing to conduct similar research.

Various studies have indicated that gas heating customers, all other factors being equal, tend to have higher saturations of base load appliances. Therefore, growth in the heating load seems both desirable and inevitable, and research on load characteristics to facilitate forecasting, budgeting, and distribution system design becomes more important.

The studies, conducted by Baltimore Gas & Electric Co., Dedham and Hyde Park division of Worcester Gas Light Co., and Public (N.J.) Service Electric and Gas Co., provide useful indications of load factors and diversity in the use of househeating gas, occasioned largely by consumer habits, and point to modifications which may be possible in distribution system sizing.

The development of high househeating saturations makes the utility more dependent upon weather fluctuations. The availability of charts to indicate heating requirements per customer, for any hour and any temperature, are invaluable in aiding gas dispatchers to translate weather forecasts into gas requirements. Such relationships are also helpful in facilitating forecasts of long-term gas demands.

Copies of *Load Characteristics of Gas Heating Customers* may be obtained at $1.00 a copy from the Bureau of Statistics at A. G. A.

Northern Natural plans to serve 55 additional communities

NORTHERN NATURAL Gas Co., Omaha, Neb., is filing an application with the Federal Power Commission to construct facilities for natural gas service in 1956 to 55 communities in Iowa, Minnesota, South Dakota and Wisconsin.

The expansion program includes extensions from the Twin Cities to Duluth, Minn., and Superior, Wis., from Sioux Falls, S.D., to Aberdeen, S.D., and from Rochester to Winona, Minnesota.

This application supplements one filed earlier proposing to build the Duluth and Aberdeen extensions this year and serve them with natural gas from Canada. Failure by Trans-Canada Pipelines Ltd. to finance construction of the line which was to bring gas to the international border prevented Northern from carrying out its Canadian project.

John Merriam, president of Northern, reports that because of the confusion in the Canadian natural gas picture, it is very doubtful that a Canadian supply will be imported until 1957 at the earliest.

Gas for Northern's 1956 proposed program would come from its present sources of supply in the Southwest plus additional supplies purchased throughout the year under normal procedure of building up reserves.

Costs of construction in 1956 as shown in the application are expected to total approximately $32,000,000. The application states that on the basis of the figures shown no increase in rates to presently connected communities will be required.

Construction costs will be reduced substantially by the proposed use of underground storage near Redfield, Iowa. By storing gas in the summer months when the demand is lower the company will have the gas available for the winter months. Northern believes the underground storage will add approximately 50 million cubic feet a day to the company's daily capacity during the 1956-1957 heating season.

Code B31.1 project costs half million, takes three years

A RECENT TABULATION of the work done in connection with ASA Code B31.1 dealing with gas industry piping systems establishes the fact that the project was one of the most comprehensive ever to be done under the sponsorship of the American Gas Association.

The cost of preparing the code was approximately $527,855, of which the Association paid more than half. The entire project lasted approximately three years. A breakdown of the $296,043 in actual cash expenditures is as follows: pipeline research, a dual project at Battelle Memorial Institute and at Athens, Ohio—$183,849 to December 31, 1954, and $75,000 allocated for 1955; expenses for meetings, outside work, etc.—$31,356; a field survey by Stone and Webster—$5,837. The first $165.00 of the pipeline research project cost was donated in equal amounts by distribution, pipeline, and steel companies.

The remainder of the cost is an estimate of the salaries and expenses of members, which was calculated from the attendance at the meetings of the subcommittee, subgroup chairmen, and those subgroup meetings which were not held in conjunction with a fuel subcommittee meeting, apply $125 per man day.

Not included in the total figure are the expenses of time and material donated by individual members between meetings, and, in one instance, the donation of a plane and crew for two days' personal air survey of sections of the Columbia Gas System's pipelines by nine members of a subgroup.

ASA Subcommittee 8 held seven three-day meetings in key cities, with 50-100 persons attending each meeting. Subgroups held 33 meetings with an average of 16 persons attending. Two two-day subgroup chairman meetings were held in Chicago.

The A. G. A. board of directors, ASME board of codes, and ASA board of review unanimously approved the third draft of the code.

Forecast provides estimates of gas sales through 1958

A REVISED edition of *Gas Requirements and Supplies of the Gas Utility and Pipeline Industry* is now available. The volume provides estimates of annual sales through 1958 by class of service, as well as comparable data for the peak day in each year through 1958-1959. It is based on data supplied to A. G. A. on questionnaires by 148 utilities and pipelines accounting for more than 84 per cent of all gas sales to consumers. Estimates were prepared for other companies; thus the report refers to the entire industry.

This represents the third comprehensive forecast prepared by the Bureau of Statistics under the sponsorship of the A. G. A. Committee on Economics. In addition to presenting forecasts of gas requirements and supplies, there are also estimates of steel and other material which will be needed for necessary construction of new facilities, estimated future construction expenditures, and forecasts of total residential and househeating customers.

In the past, the volume has proven valuable to steel companies in providing the basis for sound decisions regarding pipe fabrication, and to gas companies in pinpointing areas of possible future gas shortages and documenting exhibits needed for certificate cases. Finally, in the event of a governmental emergency control of raw materials, the availability of quantitative evidence regarding future steel needs would be important in insuring the allocation of necessary material.

Copies of the report may be obtained for $2.00 each from the Bureau of Statistics at A. G. A. Headquarters.

NJGA elects Otto president; Meyner addresses meeting

DALE B. OTTO, president of the New Jersey Natural Gas Company, was elected president of the New Jersey Gas Association at its 40th annual meeting last month at Spring Lake, New Jersey.

The association also elected Henry W. Nicolson, Public Service Electric and Gas Co., first vice-president; Theodore H. Kendall, president, South Jersey Gas Co., second vice-president; and Frank C. Pesveyc, Public Service, secretary-treasurer.

About 400 gas officials and executives from all parts of the state heard Governor Robert B. Meyner state that the gas industry in New Jersey has a job in telling the public "the fabulous story of what natural gas has done." He said there was the common misbelief that natural gas would bring lower rates, but "we must tell the story to the public in understandable fashion of the problems of transmission, standby services and other problems."

He explained that when utilities were first given franchises they were believed by many to be monopolies, but that is not so today. The gas industry, he added, has to compete with the other fuels, and the state has to see that it can be in a position to compete.

Explaining the position of the administration on utilities, the governor said the state "can take strictly the consumer's view or the stockholder's view" but it has been the position of his administration to consider the position "of all areas."

George T. Naff, president of Texas Eastern Transmission Corp., spoke on producer, transmitter, distributor relationships, and said he has no solution to the problem of federal regulation of the producers, but suggested strongly that "some top men in the producing, transmitting and distributing companies should get together." He added there has to be some understanding by these groups.

Dolph Jansen, Jr., vice-president of Fuller & Smith & Ross, Inc., gave a report on "Demonstration Cities—Before and After." He said that although it is too early to draw any definite conclusions of the A. G. A. program, wherever it has been employed "and manpower applied, great progress has been made. I am personally encouraged by the upward trends. All the program needs is action.

Dr. Dwayne Orton, editor of IBM's *Think* magazine, discussed human relations. A report on the association's activities during the past year was given by the retiring president, Harry E. Carver, president, City Gas Co., Flemington.

Last-minute preparations for 40th annual meeting of New Jersey Gas Association are made by (l. to r.): H. E. Carver, retiring president, Governor Robert B. Meyner, and Dale B. Otto, newly elected president

PCGA will nominate Wadsworth and Arden at annual meeting

Guy W. Wadsworth

THE General Nominating Committee of the Pacific Coast Gas Association reports that it will make the following nominations at the annual meeting to be held October 19, 1955, at the Biltmore Hotel, Los Angeles.

For president: Guy W. Wadsworth, president, Southern Counties Gas Company of California, Los Angeles.

For vice-president: T. T. Arden, executive vice-president, Robertshaw-Fulton Controls Company.

For treasurer: Harry McGann, auditor of division accounts, Pacific Gas and Electric Company.

For directors (two year term): Grove Lawrence, vice-president, Southern California Gas Co.; H. L. Purdy, executive vice-president, British Columbia Electric Co.; J. D. Roberts, vice-president, Mountain Fuel Supply Co.; C. H. Webber, vice-president, Tucson Gas, Electric Light and Power Company.

The committee: J. S. Moulton, Pacific Gas and Electric Co., chairman; H. G. Dillin, San Diego Gas & Electric Co.; Howard Dyer, Minneapolis-Honeywell Regulator Co.; C. H. Gueffroy, Portland Gas & Coke Co.; and R. R. Taylor, Fraser and Johnston Manufacturing Company.

The Nominating Committee of the manufacturers section (Howard Dyer, Minneapolis-Honeywell Regulator Co., chairman; Lynn B. Cayot, Commonwealth Co.; and J. R. Van Curen, General Water Heater Corp.) will make the following nominations for officers of the manufacturers section.

For general chairman: J. F. Ray, vice-president, General Controls Company. For general vice-chairman: E. S. Munson, vice-president, Royal Jet, Inc.

Accessories division—For chairman: Geo. W. Stevenson, manager of West Coast operations, American Meter Company. For vice-chairman: A. W. Beck, assistant vice-president, Robertshaw-Fulton Controls Company.

Heating division—For chairman: P. H. Hammond, vice-president, Holly Manufacturing Company. For vice-chairman (South): Stanley Skafte, director of heating sales, Utility Appliance Corporation. For vice-chairman (North): R. R. Taylor, engineer, Fraser and Johnston Manufacturing Company

Range division—For chairman: Maurice Breslow, vice-president, Gaffers & Sattler division, Utility Appliance Corporation. For vice-chairman: Henry Honer, president, Western Stove Company.

Water heater division—For chairman: Daryl Giles, sales manager, Mission Appliance Corporation. For vice-chairman: J. R. Van Curen, vice-president, General Water Heater Company.

Miami Peoples Water and Gas acquires Tampa Gas Company

THE TAMPA GAS CO., serving Florida's third largest urban area, has become a wholly-owned subsidiary of Peoples Water and Gas Company with general offices at Miami, according to P. C. Crowen, president of Peoples and of the Tampa company. The change, as of September 6, was effected when Peoples Water and Gas Company purchased Tampa Gas Company's entire outstanding common stock, previously held by an estate.

The Peoples system, including the Tampa operations, is the largest gas company operating in Florida with a service gas population estimated at 1,500,000. Since it is the only gas utility system serving both the Southwestern and Southeastern coasts of the state, there is a possibility for cross-state interconnection of the gas systems, particularly with the advent of natural gas in Florida.

An immediate program of modernization and improvement of the Tampa company gas generating and distribution system has been announced by Mr. Crowen. "While natural gas is expected to be brought into southern Florida within the next two years, we will not hold up progress for this future development, but will proceed with our plans at once," Mr. Crowen said.

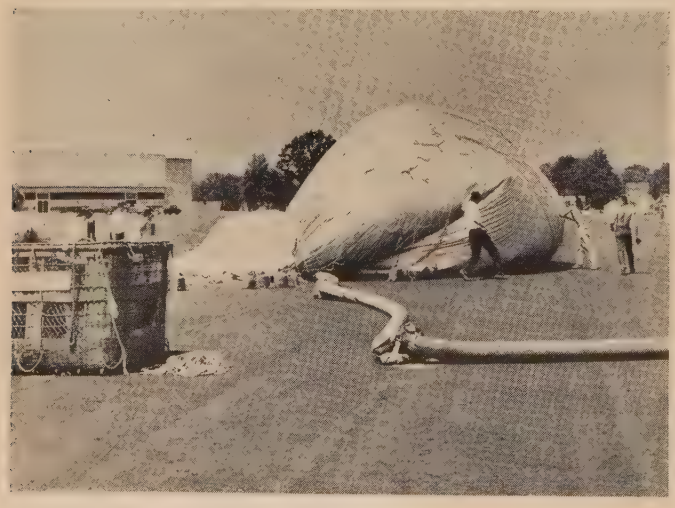
The nature of the improvement program planned for Tampa is indicated in similar work accomplished in the Southeastern coastal area of Florida served by Peoples Water and Gas Co., since World War II. As a result of that program Peoples is serving this region with synthetic natural or oil gas manufactured with a heat content of 1,000 Btu.

Balloon filled with natural gas soars over Massachusetts

NATURAL GAS made headlines in Massachusetts recently when a balloon filled with the substance sailed over Pittsfield as thousands looked on. The balloon bag contained 80,000 cubic feet of natural gas, causing Everett A. Kelsey, Berkshire Gas Company vice-president of sales, to remark: "Although this is another means of disposing of summer gas, the possible future market doesn't look too promising."

Cause for the celebration was the "old home week" of the nearby town of Dalton. This feature event commemorated the fiftieth anniversary of balloon ascensions in Pittsfield, former ballooning center of the nation. Sponsors were members of the Balloon Club of America.

Berkshire Gas men pumped their product into the bag at the rate of 23,000 cubic feet an hour, but weather conditions at times necessitated temporary closing of the valves.



Rising winds send balloonists scurrying to secure natural gas-filled bag, during preparation for old home week in Dalton, Massachusetts. In center of photo is Don Piccard, ground crew chief, son of the well-known balloonist. Above, the balloon soars into skies from Allendale shopping center starting point. Shopping center is first of its kind in western Massachusetts, and all of its store buildings are heated with gas

Pledge strong support for next Mrs. America promotion

a PAR activity

INDICATIONS ARE that a record number of gas companies will join in the Mrs. America promotion for next year as American Gas Association announces that it will sponsor the contest again.

Gas companies representing approximately ten million meters pledged their support to the promotion at a special meeting held recently in Chicago. Many big names of industry are expected to join in the promotion as co-sponsors this year. First one to sign up is the DeSoto division, Chrysler Corp., which has bought a full sponsorship. DeSoto plans intensive national participation, with lively local activity among its dealers to back up the contests being run by gas utilities.

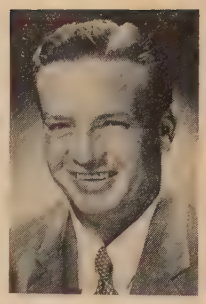
With the demonstration of support from gas companies, plans have gone ahead for the 1956 contest.

A color film showing the 1955 national finals will be available to gas companies to use in promoting this year's contest. Four 20-second television films featuring Ramona Deitemeyer, Mrs. America 1956, can be bought by gas companies to plug for entries on their local television stations. Ad mats will be made available to gas companies for their local newspaper advertising. A 24-sheet poster on the contest for outdoor billboards is planned.

The staging of the national contest this year has been broadened. The entire city of Daytona Beach will cooperate. The homemaking competitions will take place in the 50 individual gas-equipped homes on Mrs. America Drive in Ellinor Village, as before. The staging of the final judging and announcement of the national winner, however, will be moved from Ellinor Village to modern air-conditioned Peabody Auditorium in downtown Daytona Beach, where conditions are better for adequate press coverage and the weather poses no problem.

The number of judges for the national finals will be enlarged this year to include home economists from every section of the country, to give a more representative cross-section for the judging of homemaking methods.

A. G. A. has added a member to its promotion staff to keep up with the growth of the contest and the wealth of details arising in running it. The new man is Jack Dempsey, former public relations consultant for Peoples Water & Gas Co., North Miami, Florida. Mr. Dempsey's experience in running the local Mrs. America contest for Peoples Water & Gas for the past two years will be invaluable to gas companies, who can call on him for special assistance in planning and running their own contests.



Jack Dempsey

How-to-do-it books on running local and state contests have been sent out to all gas companies. The Women's Club Service Bureau has sent out a bulletin to all its member clubs telling them about the contest and encouraging them to urge members to enter.

Highlights of cases before Federal Power Commission

Bureau of Statistics, American Gas Association

Certificate cases

● **El Paso Natural Gas Company:** The FPC has granted El Paso temporary authority to construct approximately 62 miles of 14 inch pipeline extending from the Texas Hydrocarbon Jameson plant, Coke County, Texas, to El Paso's Tex-Harvey Compressor station in Midland County, Texas. In addition El Paso received permission to build an 880 horsepower compressor unit with necessary appurtenances at the Tex-Harvey station. The new facilities will enable El Paso to purchase approximately 60 million cubic feet of residue natural gas a day from the Texas Hydrocarbon Company. Estimated cost of the prospect is $2¼ million.

● **Natural Gas Storage Company of Illinois:** The FPC has authorized the company to construct 31 miles of pipeline extending from the Herscher Field to connect with Texas Illinois Natural Gas Pipeline Company's facilities and to increase the maximum day withdrawals from its natural gas storage field in Kankakee and Iroquois Counties in Illinois from 150 million cubic feet to 430 million cubic feet. The FPC also granted permission to Natural Gas Storage to construct additional dehydration facilities and to make compressor station changes required by the increase of input and ejection from storage; and to build a meter station to measure gas delivered to Texas Illinois. The company was authorized to build four miles of line and other related facilities, including the drilling of wells as required, and make certain other compressor station changes for the re-injection of gas now being vented in the storage area. Total estimated cost of the project is $7.5 million.

In two other related actions by the FPC, Texas Illinois was authorized to construct a side tap connecting its system with the proposed 31 mile line to be built by Natural Gas Storage; and Natural Gas Pipeline Company was authorized to construct five lateral loop lines to permit delivery of the increased volumes of gas to be received from Natural Gas Storage to five existing customers in Illinois and Iowa. The estimated cost of construction is $1.6 million for Natural Gas Pipeline and $25 thousand for Texas Illinois.

● **New York State Natural Gas Corporation:** The FPC has issued a temporary authorization for New York State Natural to replace 12 miles of pipeline and install an additional 2,000 horsepower engine at its Tioga County Boom compressor station. Total estimated cost of this project is $1.8 million. In its original application, New York State Natural requested authorization to replace a total of 56 miles of pipeline and to install the additional engine at an estimated cost of $7 million. The company planned to replace all its 20 inch pipeline in line number 1 in the counties of Tioga (Pa.), Steuben, Chemung, Schuyler and Tompkins (N. Y.), with 30 inch pipe over a four year period.

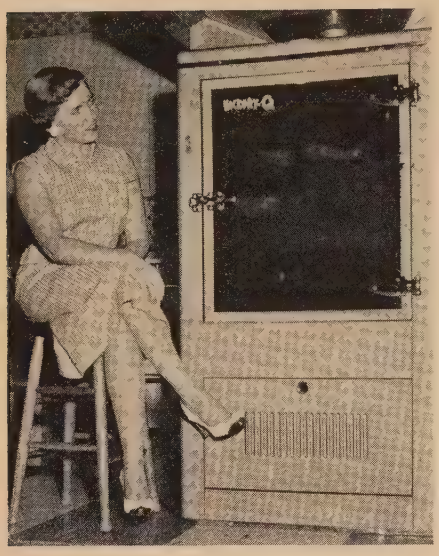
● **Southern Natural Gas Company:** The company received temporary authorization from the FPC to construct 25 miles of pipeline: to add 4,950 horsepower in two existing compressor stations and approximately 16 miles of pipeline; and to construct 8 miles of pipeline to connect existing facilities with a new gas supply from Patterson Field, St. Mary Parish, Louisiana. The estimated cost of these projects is $2 million.

● **Transcontinental Gas Pipe Line Corporation:** The FPC authorized Transcontinental to construct approximately 27 miles of loop lines in Louisiana, Georgia, North Carolina, Virginia and Maryland. These facilities will enable Transcontinental to transport an additional 10 million cubic feet a day for Sun Oil Company on a firm basis. The gas is to be delivered to Sun's Marcus Hook, Pa., refinery. The cost of construction is estimated to be $3.4 million.

● **United Gas Pipe Line Company:** The company has received temporary authority from the FPC to construct 63 miles of pipeline and a new 330 horsepower compressor station. The new facilities will enable United Gas to supply increased requirements of existing customers, including Southern Natural Gas. The temporary certificate, however, does not authorize the proposed sale to Southern. The cost of these facilities is estimated to be $8.3 million.

● **Washington Gas Light Company:** The FPC has granted authority to the company to construct approximately 11 miles of 24 inch pipeline and a river crossing of the Anacostia River in the District of Columbia and Prince Georges County, Maryland. Total estimated cost of construction is $2 million. The new facilities will enable Washington Gas Light to meet the requirements of the rapidly expanding metropolitan Washington area. The project is designed to reinforce the company's entire system operations, including those in Virginia.

Food service operators preview gas-fired barbecue machine



Jan Smith, Equitable home economist, enjoys aroma of gas-fired Hickory-Q barbecuer, previewed at Pittsburgh by about 100 food service operators

NATURAL HICKORY SMOKE aroma pervaded the air recently at Equitable Gas Company's Friendship Cottage in Pittsburgh, during the first showing of the gas-fired Hickory-Q barbecuer. Steve DeFuentes, "barbecue king" of New Orleans, was present to reveal real Southern hickory cooking trade secrets.

One hundred Pittsburgh food service operators attended the private showing sponsored by Equitable Gas Co., Manufacturers Light and Heat Co., and The Peoples Natural Gas Co., in cooperation with the Hunt Heater Corp., Nashville, Tennessee. These gourmets were served with more than 100 pounds of hickory-flavored chicken, beef, ham, and ribs that disappeared as fast as it was served.

A glamorous-looking barbecue machine, the gas-fired Hickory-Q automatically did the basting, smoking, and cooking. Gas connections are easily made in the back, on either side, or through the floor on the Hickory-Q. Its size—30 inches wide and 57 inches high—permits it to fit almost anywhere, indoors or out. A full-size heat treated glass room and frontal lighting shows the meats while they revolve around the spit.

Capable of turning out 300 pounds of Hickory-Q'd meat, fish, or poultry a day, the machine adds its unique flavor with a block of hickory wood that permeates the meat while at the same time carrying its aroma through the air.

According to Mr. DeFuentes, the Hickory-Q operates for about one cent per hour and produces meat roasted, hickory smoked and basted in about half the time of a barbecue pit, with moisture held in to reduce shrinkage to as little as 19 per cent.

Along with the Hickory-Q, a stylish warmer is available to keep food hot and ready to serve.

At the preview, guests' reactions to the new flavor were caught in taped interviews. All felt the machine could be used as a sales builder in restaurants, drive-ins, hotels, clubs, and recreation parks.

The guests also agreed that the new flavor imparted to meats by the Hickory-Q barbecuer is both distinct and delicious.

An important factor in the sale of the Hickory-Q, says Mr. DeFuentes, is that gas is economical, silent, and automatic.

TV program to locate missing stockholders, seeks lists

LOCATING missing stockholders, often an expensive although necessary operation, is now offered as a free public service to all corporations who are able to supply a list of such stockholders.

Investigation, research, and location of the stockholders will be undertaken by Stockholder Relations Bureau, Boston, and the expenses involved will be borne by the sponsor of a television program entitled "Billion Dollar Bankroll."

The program will give proper credits to the corporations whose missing stockholders are located.

Utilities interested in this means of relieving their books of unsettled accounts may contact Stockholders Relations Bureau, 9 Park St., Boston, Massachusetts.

Manufacturers announce new products and promotions

PRODUCTS

● The Thermoset, soon available on Caloric gas ranges, is a top burner control utilizing newly developed burner head, and has a dial with numerals ranging from 160F to 425F, with intermediate markings every 50F and indicator lines every 25F. The burner has full rated input of 12,000 Btu an hour, and a specially designed valve plug prevents overheating by limiting input to one-half rate at settings of less than 350F. Thermoset assures a more exact cooking temperature, and can be put on any B series Caloric range.

● Two models of a new Sanimaster automatic storage gas water heater, both containing solid aluminum alloy tanks of multi-tube design are now being marketed by Ruud Manufacturing Company. Ruud Alcoa Alloy Sanimaster model AST72-126, for use with natural, mixed, or manufactured gas has a 72 gallon storage rating, 60 gallon nominal tank size, and 126 gallon per hour recovery at 100F rise. The companion model, AST72-105, operates on LP-Gas with the same storage rating and nominal tank size, and 105 gallon per hour recovery at 100F rise. The new commercial heater can be used as a self-operating unit or can be installed with an external storage tank up to 500 gallon capacity, where peak-hour use at desired temperatures will not exceed storage and recovery capacities. It may be equipped with a two-temperature device to supply 180F and 140F water simultaneously.

● The FA Panelray, new low-cost forced air heating unit manufactured by Day & Night (division of Carrier Corporation), provides warm air from the 65,000 Btu rated unit at floor level. Thermostatically controlled with newly designed silent 24 volt diaphragm type automatic gas valve, the air wall heater is constructed to eliminate necessity for expensive ductwork. It is easily installed between 16-inch or 24-inch studs. Dimensions are 95 inches high, 14 inches wide, 9½ inches deep. One, two, or three outlets are possible from a single unit.

PROMOTIONS

● The Cleveland Water Heater Company, manufacturers of Rex Automatic Gas water heaters, will promote its fast recovery XL and XLR models with a new trade-mark incorporating the designation "Home-Rated." The promotion ties in with A. G. A. and GAMA efforts to assure installation of water heaters of the proper size to meet all of the family's requirements. The company will establish the trade-mark by incorporating it in all literature, advertising and point of sale material. New literature with the "Home-Rated" theme is available from the company, at 2310 Superior Ave., Cleveland 14, Ohio.

● Purchasers of Tappan ranges from October 15 through November 19 will receive a pair of Victor Borge's Vibo Farm pheasants. These pheasants, raised on the actor's farm in Connecticut, are served in many leading restaurants. Dealers who participate in the program will offer two pheasants free with every Tappan range, and about a week before delivery date the purchaser will receive a personal card from Mr. Borge. The card announces the date of the birds' arrival. Birds are packed in dry ice, deep frozen, and shipped in insulated cartons to arrive on the date specified by the purchaser. Some of Mr. Borge's favorite recipes are included in the package.

● To celebrate its 45th anniversary, Chambers Ranges, Inc., will offer a full-scale dealer program, including (1) introduction of a new model console range, (2) offer of the new range at the lowest price in recent Chambers history, and (3) offer to purchasers a 72 piece dinnerware set finished in ivory white with 22 carat gold trim. Complete with "In-a-Top" broiler-griddle, plus four burners, the new range has an acid resisting cooking top, high back splasher with chrome shelf and fluorescent lamp, and chromium hardware. Regularly priced at $399.95, the new model will be offered by dealers at $100 savings on trade on an old range.

A.G.A. announces new publications

LISTED BELOW are publications released during the past month, and up to closing time of this issue of the MONTHLY. Information in parentheses indicates the audiences at which each publication is aimed.

LABORATORIES

• **Research Report No. 1239—Heat Application to Commercial Range Heavy-Duty Top Sections—Part 1—Open Top Ranges** (for gas utilities and commercial equipment manufacturers). Written by Forrest G. Hammaker, Jr., this PAR booklet was sponsored by the Committee on Industrial and Commercial Gas Research. Available at $1.00 a copy from A. G. A. Laboratories or Headquarters.

PAR

• **PAR Briefs—July and August 1955** (for gas utility executives). Sponsored by PAR Committee, and obtainable from Headquarters free of charge.

RESEARCH

• **IGT Research Bulletin No. 25—Autohydrogenation of Oil Gases** (for companies having oil gasification or substitute gas operations). Written by H. A. Dirksen, H. R. Linden, and E. S. Pettyjohn, this PAR booklet is available for $5.00 from the Institute of Gas Technology.

STATISTICS

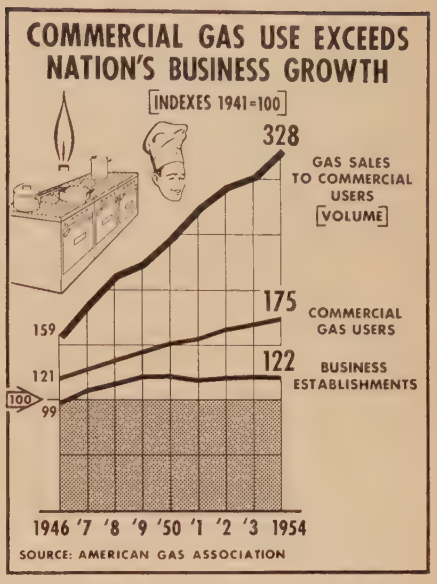
• **Availability of Public Utility Courses in U.S. Colleges and Universities** (for utilities, personnel and rate men.) Sponsored by A. G. A. Rate Committee and its Subcommittee on Training of Rate Men. Obtainable at no cost from the A. G. A. Bureau of Statistics.

• **Load Characteristics of Gas Heating Customers—Report 1** (for utilities, rate men). By A. G. A. Rate Committee and its Subcommittee on Customer Load Characteristics, and available from Bureau of Statistics at $1.00 a copy.

• **Monthly Bulletin of Utility Gas Sales—July, 1955** (for utilities, financial institutions). Written by and available from A. G. A. Bureau of Statistics; free of charge.

• **Quarterly Report of Utility Gas Sales—Second Quarter, 1955** (for utilities, financial institutions). Written by and available from Bureau of Statistics. Free of charge.

Gas sales mount



Gas sales to commercial users tripled since 1941, while the increase in commercial gas users far surpassed the corresponding increase in business establishments. An important factor is food service, an industry which grosses $15 billion a year, and where nine out of ten meals are cooked with gas

GAMA publishes 1955 'Natural Gas Construction Data'

THE NATION'S natural gas industry, which has spent four billion dollars on expansion since 1945, will boost the total to nearly five billion when it completes projects already authorized or pending as of the first of this year, according to the 1955 edition of *Natural Gas Construction Data.*

This GAMA study provides detailed information on the individual projects, companies and communities involved in the continuing expansion. It shows that projects approved by the Federal Power Commission during 1954 will add approximately 1¾ billion cubic feet of natural gas to the daily delivery capacity of existing facilities at a cost of $451,000,000.

The brochure lists 76 cities which will receive new or additional natural gas service, and provides the names and addresses of the pipeline and operating utility companies participating in pipeline construction approved during 1954 or pending on January 1, 1955. It details the mileage, costs, line sizes, estimated steel pipe tonnage, compressor horsepower, FPC docket numbers and purpose of these pipeline projects. The study also summarizes miles of natural gas pipelines, estimated net tonnage, compressor horsepower and cost of projects authorized from July 1, 1945 through January 1, 1955.

The brochure is available at $2.00 a copy from: Marketing and Statistical Department, Gas Appliance Manufacturers Association, 60 East 42nd St., New York, 17.

New United Gas area office contains 100-seat auditorium

NEW IDEAS in kitchens equipped with the latest gas appliances and an air conditioned auditorium to be used for cooking schools and other meetings highlight United Gas Corporation's new area office in Houston's Palms Shopping Center.

The Palms Center office also includes a spacious area where a large selection of gas appliances are displayed, and an accounting section where customers may transact business.

During the highly successful three-day grand opening of the center, an average of 13,000 people a day visited the new United Gas office. A Servel gas icemaker refrigerator and two gas dryers were attendance prizes.

The Palms Center office is linked with United's central headquarters in downtown Houston by direct line telephones. Service bills may be paid anytime at the new office, either during office hours or at the courtesy box installed at the front entrance.

An outstanding feature of the new office is the 100-seat auditorium, air conditioned with Servel, which has a large demonstration kitchen with the latest gas appliances.

A. E. Evans (l.), sales representative, and W. M. Stephens, Houston division sales manager, view Servel icemaker refrigerator, one of many gas appliances in United Gas Corporation's new smartly-designed demonstration kitchen adjoining a service kitchen. Auditorium is available for organizational meetings

FPC publishes revised map of major gas pipelines in US

THE Federal Power Commission has announced issuance of a June 30, 1955, revision of its map of "Major Natural Gas Pipe Lines" in the United States. The new map supersedes the December 31, 1954, edition.

The five-color map is approximately 14 by 20 inches, with a scale of 170 miles per inch. It shows major existing pipelines, those under construction, those which have been authorized and not yet started, and proposed lines which are pending commission action.

Each pipeline is numbered to refer to an index of operating companies listed at the bottom of the map.

Existing or proposed pipeline systems of 115 companies are represented.

In addition to pipelines, the map shows the location of natural gas fields, indicating both major sources and generalized areas of supply.

Copies of this map may be purchased from the Federal Power Commission, Washington 25, D. C., at 25 cents each. Order number is FPC M-44.

Two Massachusetts gas companies announce change in name

FOLLOWING a nationwide trend toward shorter company names, two Massachusetts utilities have announced an official change in name. Boston Consolidated Gas Company has become Boston Gas Company, and Cambridge Gas Light Company is now renamed Cambridge Gas Company.

The word *Consolidated* was originally made a part of the Boston utility's title when eight gas companies then serving the area were merged into one by an act of legislature in 1905. Up to that time, Greater Boston had been served by more than a dozen district gas companies, often with overlapping services where gas mains of adjoining companies ran down the same street. Following the merger, Boston Consolidated acquired four more gas companies; the utility now serves over 325,000 customers, using over 2,600 miles of street mains.

Cambridge Gas Co., an affiliate of the New England Gas and Electric System, was chartered in 1852 for the express purpose of lighting the city and its streets. The utility's annual gas sendout has risen from 170 million cubic feet in 1895 to almost four billion cubic feet at present, within the same service area.

Demonstrate facsimile equipment in transmission of data

USE OF FACSIMILE equipment for the transmission of records, charts, photographs, correspondence and all types of printed and written material ordinarily handled in the day-to-day operation of a major cross-country gas transmission pipeline was demonstrated under the sponsorship of *Gas* magazine.

The demonstration was carried out over the Texas-Illinois Natural Gas Pipeline Company microwave system between Houston and Chicago, with the cooperation of Motorola Communications and Electronics, Inc., manufacturer of the pipeline company's microwave equipment, and Acme Telectronix division, NEA Service, Inc., manufacturer of the facsimile equipment.

The purpose of the demonstration was the development of technical and operational data on the application of facsimile over a gas pipeline company's microwave system. The technical data was concerned with the signal handling capabilities of the microwave channel, using the transmission of facsimile signal as a test medium. The operational phase of the test was for the purpose of investigating those pipeline operations where facsimile might be of value.

The undertaking consisted of a two-day test and demonstration during which a wide range of operating information in graphic form was transmitted among three test locations along the route of the pipeline. The first day was primarily devoted to the technical aspects of setting up and putting the test into operation; the second day served as a simulated demonstration of the equipment in actual use as a medium of pipeline communications, with about 70 gas industry engineers and executives in attendance.

Gilded event

Young Gary stretches for closer view of gilded meter presented to his parents (in doorway) to celebrate Northern Illinois Gas Co.'s 500,000th installation. In front of Mr. & Mrs. Karst's new all-gas home are (l. to r.): Marvin Chandler, utility president; G. R. Perrine, Illinois Commerce Commission chairman; M. L. Klump, utility district superintendent; C. W. Henness, division manager

Citizens Gas increases Btu

THE BOARD OF DIRECTORS of Citizens Gas and Coke Utility has approved plans to increase the heat value of its gas from 625 Btu per cubic foot to 800 Btu—a step requiring conversion of all gas appliances in the utility's Greater Indianapolis area. The directors signed a contract with Shriver Gas Conversions, Inc. of Independence, Iowa, specialists in this type of work, to begin work with a crew of about 300 men in April, 1956 and complete it in August.

The entire cost of the conversion will be approximately two million dollars and will be borne by Citizens Gas.

Schedule LP-Gas campaign ads

FALL CAMPAIGN ADS of the LP-Gas Information Service take advantage of their "loose-leaf" layout in the current "Did You Know" series. Advertisements will run in 32 magazines. To localize the campaign, uses of LP-Gas are changed accordingly in publications reaching small town, farm, suburban, regional and state markets. The "custom-made" ad schedule is possible because of the "loose-leaf" or "drop-in" construction of the ads.

LP-Gas ranges and dryers rate dominant mention in the cartoon-editorial type ads. Heating, incineration, water heating domestic uses and stock tank heating, tractors and irrigation farm uses also receive prominent attention. A special panel in farm magazines promotes the industry's $5,000 "Farm Kitchen of Tomorrow" contest. A tie-in merchandising kit is available to dealers.

Full-page black and white ads will appear in the October issues of *Town Journal, Progressive Farmer* and the November *Farm Journal*. Quarter-page insertions will go into the October issues of *American Home, Better Homes & Gardens* and *Living for Young Homemakers*. October issues of 23 state farm magazines will carry half-pages. Specialized copy will be directed at "influential" groups, including agricultural leaders, motel owners, and farm implement dealers. Full-page ads to reach these markets will run in *Agricultural Leaders' Digest, American Motel* and *Implement and Tractor*.

The industry promotion is sponsored jointly by the Liquefied Petroleum Gas Association, Gas Appliance Manufacturers Association and the Natural Gasoline Association of America.

IGT publishes study on 'Autohydrogenation of Oil Gases'

a PAR activity

RESULTS OF A STUDY sponsored by the American Gas Association at the Institute of Gas Technology, Chicago, to demonstrate the improvement autohydrogenation would make in the substitutability of oil gases for natural gas, have been published in IGT Research Bulletin No. 25, *Autohydrogenation of Oil Gases,* by H. A. Dirksen, H. R. Linden and E. S. Pettyjohn.

It covers the influence of catalyst type, operating conditions, feed gas composition, and purification techniques, on the conversion of olefins and diolefins in typical high-Btu oil gases to paraffins, utilizing the hydrogen in the gas.

Development of processes for production of peak-load substitutes for natural gas has been one of the major problems of the utility gas industry. Propane-air and butane-air have proved useful, but are costly, so the more economical high-Btu oil gas processes have been used for production of increasingly larger increments of peak and winter base loads.

However, the making of a high-Btu oil gas as a substitute for natural gas is a rigorous problem in that natural gas is largely methane, while in high-Btu oil gas processes the complete range of paraffins, olefins and aromatics, from methane, ethylene and benzene up to heavy tars and carbon, are produced.

The tars and carbon are removed in the condensing system or left behind in the set, but the remainder of the galaxy of hydrocarbons is carried into the raw gas stream, where the olefins (illuminants) are particularly objectionable because they tend toward yellow-tipping and soot deposition during combustion.

According to the study, hydrogenation of high-Btu oil gases at relatively low temperatures would result in a reduction in olefins and an increase in paraffins, primarily methane and ethane. Further, hydrogen in the gases could be used for this purpose.

Appalachian short course attracts record attendance

THE LARGEST ATTENDANCE in the 15 years of the Appalachian Gas Measurement Short Course was recorded when representatives of the oil, gas, and chemical industries met at West Virginia University, Morgantown, August 29-31. Three open forums and 82 classes were conducted. Over 40 manufacturing suppliers displayed the latest developments in the field of measurement and regulation.

A. M. Hutchison, The Ohio Fuel Gas Co., chairman of the General Committee, officially opened the short course. Then, the address of welcome to West Virginia University was extended to the gas engineers by G. R. Spindler, dean, School of Mines, and A. Hale Watkins, president, West Virginia Oil and Natural Gas Association, responded. Highlighting the opening session were addresses by D. A. Hulcy, president, Lone Star Gas Co., and Thomas Weymouth, consulting engineer.

H. B. McNichols, Columbia Gas System Corp., was appointed program chairman of the 1956 short course.

Howard S. Bean, National Bureau of Standards, will assume the chairmanship of the General Committee.

Rate Committee lists US college public utility courses

THE RATE COMMITTEE has recently released a report listing the colleges and universities throughout the country which offer courses appropriate for providing some introductory background knowledge of the financial, economic, and related problems of utilities. Also included are brief descriptions of the courses themselves.

Increased post-war emphasis upon inter-fuel competition, inflation, and the need for rate adjustment have emphasized to many gas company managements the problems involved in obtaining young trained recruits for rate and other departments. Many gas utilities may wish to concentrate their recruiting programs in the schools which offer adequate educational programs, in order to reduce the need for post-employment training, and to encourage the continuation and extension of such courses.

Copies of *Availability of Public Utility Courses in U.S. Colleges and Universities* may be obtained upon request from the A. G. A. Bureau of Statistics.

Correction

UNDER THE LISTING of new publications in September's MONTHLY, *1955 Gas Facts —1954 Data* was incorrectly listed as free of charge. This Bureau of Statistics book costs $2.00 a copy for the first five copies, $1.50 for each additional copy. We regret the inconvenience this has caused those who have requested this book.

Utility promotes Old Stove Round-Up

MORE THAN 15,000 gas ranges representing $3 million in sales were sold on the Lone Star System during the 1954 Old Stove Round-Up campaign.

This year, the system is using the A. G. A. sponsored promotion campaign to do better than ever.

October is the kick-off month for Lone Star's campaign. All of the 250 newspapers on the system will feature campaign advertisements this month and next. Fifty-eight newspapers with a combined circulation of over three million issued special Old-Stove Round-Up sections during the first week in October; 37 of these used the full-page cover layout designed by Lone Star. Each special section contained a full-page dealer-aid advertisement, with tie-in announcements by dealers, manufacturers, and distributors. In addition, the sections contained feature articles and art work dealing with the Old Stove Round-Up, natural gas and gas appliances, and brand names sold on the system.

A five-point easy financing program offered to dealers by the utility consists of: low interest rate; no collection responsibility; limited recourse; no dealer reserve required; and fire insurance on the financed appliance, with automatic payment of balance if the buyer dies. Appliances and buyers' credit must be approved by the utility.

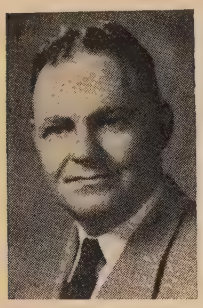
Dealer meetings are being held over the system to outline the program. Dealers receive free display materials, and, at nominal costs, mailers and recipe books. Home economists work with dealers on their floors, and make home calls on all purchasers of new gas ranges. Also, radio, television, and billboard advertisements are being used extensively.

An added attraction is the window display contest for dealers with first, second and third prizes of $200, $100, and $50. A dealer having a connected gas range on his sales floor will receive a $50 bonus if he wins one of these prizes.

Honor staff

At a general meeting of Operating Section committee personnel on September 12, Headquarters staff members Gloria Gaupp (l.) and Vicki Calogero (r.) were awarded plaques for outstanding service. Presenting award is J. H. Collins, Sr., in behalf of Chairman W. H. Davidson and the Managing Committee of the Operating Section

Oklahoma names Potter vice-president, elevates Deupree, Kumler



H. Vinton Potter

H. VINTON POTTER, former director of promotion and advertising, American Gas Association, became vice-president in charge of sales, Oklahoma Natural Gas Co., on September 1. John C. Deupree was promoted to sales manager and Robert C. Kumler to advertising manager of the utility. John W. Simmons, a graduate of Oklahoma A & M and Central State College, joined the sales department to replace Mr. Kumler.

Mr. Potter, a graduate of Brown University, began his business career as a salesman with Blackstone Valley Gas and Electric Co., Pawtucket, Rhode Island. He was promoted to supervisor of outside salesmen, then to merchandise sales manager. In 1937 he joined Oklahoma Natural Gas Company as sales promotion and advertising manager, a position which he held until 1940, when he became general sales manager at Fall River (Mass.) Gas Company.

In 1944, Mr. Potter assumed the position of director of the New Freedom Gas Kitchen Bureau at A. G. A., and was promoted to director of promotion and advertising three years later. At A. G. A. he supervised the gas industry's national advertising program, and engaged in other activities such as the gas industry school education program, the Mrs. America contest, and the Hollywood Bureau.

John C. Deupree, who attended the University of Tulsa, held the successive positions of mail clerk, member of the general accounting department, editor of the company publication, and advertising manager at Oklahoma Natural Gas Company.

Mr. Kumler has been editing the company publication since he joined the utility in 1951. He is a journalism graduate of the University of Oklahoma.

Personal and otherwise

Anthony DeFino heads division

APPOINTMENT of Anthony J. DeFino to the top position in the air conditioning division of Servel, Inc., was announced today by Duncan C. Menzies, president.

As vice-president and general manager of the autonomous air conditioning division, Mr. DeFino will be in charge of manufacturing, marketing, distribution, and customer service on Servel's air conditioning equipment.

For the past six years Mr. DeFino has been vice-president and general manager of Fedders-Quiggan Co., Buffalo, manufacturers of room air conditioners, commercial refrigeration parts, automotive radiators and oil coolers, and cartridge cases.

"This appointment," Mr. Menzies said, "marks the full emergence of Servel's air conditioning operations as a completely autonomous division. It is an important step in the further expansion of our activities to meet the ever-widening potentials of the air conditioning market."

Mr. DeFino joined Fedders-Quiggan in 1945 as a production engineer, and was successively promoted to sales engineer, division sales manager, and general manager. He is past president of the Air Conditioning and Refrigeration Institute, and a member of the American Society of Refrigerating Engineers and the Society of Automotive Engineers.

J. F. Donnelly rejoins A. O. Smith as assistant to vice-president

THE A. O. SMITH Corporation has announced that James F. Donnelly, formerly assistant manager of its Permaglas division at Kankakee, Ill., rejoined the company on September 19 as special assistant to F. S. Cornell, vice-president and general manager. For the last three years Mr. Donnelly has been a vice-president of Servel, Inc.

Mr. Donnelly, who for more than two decades has been a prominent figure in the gas appliance industry, left the Permaglas division of A. O. Smith in November, 1952, to join Servel. He leaves the post of vice-president in charge of trade and industry relations.

In his new post, he will work on the development of several important aspects of trade relations for A. O. Smith. He will devote particular attention to working with the Permaglas division management in furtherance of consumer products activities, such as domestic and commercial water heaters, residential heating, and gas air conditioning.

Mr. Donnelly originally joined A. O. Smith in 1944 as sales manager of its gas water heater operation. When the company established its Permaglas division at Kankakee in 1947, Mr. Donnelly was appointed division marketing director.

In 1951 he was named assistant division manager by Mr. Cornell, who then headed the Permaglas division.

A member of the board of directors of American Gas Association, Mr. Donnelly is also a past president of Gas Appliance Manufacturers Association; a member of GAMA board of directors and executive committee; member of three A. G. A. committees and four GAMA committees; and a member of the National Council for LP-Gas Promotion.

Appoint Dalton CGA general manager and director

William H. Dalton

WILLIAM H. DALTON, has been appointed general manager and a director of the Canadian Gas Association. As general manager, Mr. Dalton will devote much time to traveling across Canada, conferring with association members about broad problems confronting Canada's $500,000,000 gas industry. He will have headquarters in Toronto.

Prior to his new appointment, he was associated with the Ontario Hydro-Electric Power Commission as public relations manager of the frequency standardization division, and in that capacity guided the public relations program of the $400,000,000 frequency changeover project.

At the request of the late Hydro chairman, Robert H. Saunders, Mr. Dalton joined Ontario Hydro in 1948 during the post-war power shortage as special assistant to the chairman.

His new appointment to CGA is in line with the expansion of the gas industry across that country. The impact of natural gas upon the Canadian economy in the immediate future has been described as one of momentous and lasting importance, and the Canadian gas industry is currently embarked upon a broad program of building up markets and informing the public about the advantages of gas as a domestic heating and cooking fuel.

Advance Praeger

HOWARD A. PRAEGER, assistant advertising manager, New York State Electric & Gas Corp., Binghamton, has been elevated to sales promotion manager.

In his new capacity, he will have direct supervision of the residential and commercial sales department, the farm sales and rural development department, and the advertising department. He will also assist William A. Lyons, vice-president, in other public relations and general management matters.

Mr. Praeger is a member of the Public Relations Committee, American Gas Association; editor of the Public Utilities Advertising Association *Bulletin;* and first vice-president of the Triple Cities Sales and Advertising Club. He is a graduate of the University of Arizona, and has completed graduate study at Harvard and New York University.

Servel adds three to sales division, names Arft vice-president

COMPLETION of the organizational structure of the home appliance sales division of Servel, Inc., was announced recently with the appointment of three key department heads: Harry Bowser, director of sales development; E. A. Nash, merchandising manager; and Donald B. Smith, advertising and sales promotion manager.

In addition, R. J. Arft has been appointed vice-president and assistant to the president. Mr. Arft will work with the general management of the company in the control of costs and expenses, and in budgeting for profit. He was previously executive vice-president, general manager and comptroller of Martin-Parry Corp., Toledo, Ohio, steel fabricators. From 1948 to 1954, he was treasurer-comptroller, a director and member of the operating committee of the Tecumseh Products Co., Tecumseh, Mich., manufacturers of electric refrigeration compressors. He has also been engaged in special accounting-engineering assignments for several major manufacturers.

Mr. Bowser was formerly director of sales development and field sales manager of L. Bamberger & Co., sales development manager of Sloane-Delaware Corp., and director of sales education for Thomas A. Edison, Inc.

Mr. Nash had been affiliated with the Airtemp division, Chrysler Corp., since 1946. He started as manager of sales records, and rose successively to district manager, regional sales manager, sales training manager, and merchandising manager. Previously he was a field investigator for the War Production Board, and a salesman for Standard Brands, Inc.

Mr. Smith served for six years as director of advertising, sales promotion and public relations for Lewyt Corp., Brooklyn, vacuum cleaner manufacturers. He has also been director of advertising and sales promotion for Crosley-Bendix, sales manager of the gas range division of Perfection Stove Co., and assistant advertising and sales promotion manager of the American Stove Company.

Name Sidney Katz senior chemist at Armour Research Foundation

DR. SIDNEY KATZ, former supervisor of physical chemistry at the Institute of Gas Technology, has been promoted to senior chemist at the institute's affiliate, the Armour Research Foundation, Illinois Institute of Technology, Chicago. Senior chemist is the highest professional position at the foundation.

A research physical chemist before his promotion, Dr. Katz is noted for his research on instrumentation methods of analysis. He played a major role in the foundation's development of the aerosoloscope for the Army chemical corps. This electronic instrument measures and counts microscopic airborne particles such as germs, dust, smog, moisture, and pollen, one at a time at the rate of 6,000 a minute.

GAMA creates new division, adds four to membership list

THE BOARD of directors of the Gas Appliance Manufacturers Association have announced the formation of a new division, and the election of four new members to the association.

The gas unit heater group, accorded divisional status, will now be known as the gas unit heater and duct furnace division. The chairman is David R. Webster, president, Reznor Manufacturing Co., Mercer, Pennsylvania.

New GAMA members are: Gross Furnace Manufacturing Co., Inc., Salem, Va., manufacturer of gas furnaces; Major Metal Products, Inc., Los Angeles, manufacturer of gas floor furnaces; San Gabriel Boiler Manufacturing Co., San Gabriel, Calif., manufacturer of hot water heating boilers; and Trageser Copper Works, Inc., Maspeth, N. Y., manufacturer of gas water heaters.

In addition, the board of directors have reviewed the results of a poll of members regarding a proposed GAMA exhibit at the 1956 American Gas Association convention. It was decided that there will be no exhibit, in view of the mounting cost of such a show. Members will be polled again early in 1957 to determine whether they wish to offer an exhibition during the 1958 A. G. A. convention.

Names in the news—a roundup of promotions and appointments

UTILITIES

Kenneth R. Lydecker, for four years associated with Transcontinental Gas Pipe Line Co., has been appointed operating assistant at New Jersey Natural Gas Co., Asbury Park.

Oklahoma Natural Gas Company announces that **J. B. Eley,** chief geologist, has been promoted to superintendent of the land and geological department, and **Ray A. Barrett,** rights-of-way and damages man in Okmulgee, has been named supervisor of the rights-of-way and damages department in Tulsa. Mr. Eley will supervise all land and geological operations of the company, and will be in charge of scouting and right-of-way procurement. He has served the company for 15 years. Mr. Barrett has worked with Oklahoma Natural since 1936.

United Gas Improvement Company reports that **Herbert Wolpert,** now district manager at Lebanon, has been transferred to the company's Philadelphia staff, where he will be responsible for coordinating purchasing and related activities for the entire company. He has been with UGI since 1933. Replacing Mr. Wolpert is **George E. Morris,** now district superintendent in Elizabethtown and Marietta, who will continue to supervise the company's operations in these two districts in addition to maintaining his new post. He has been associated with gas utilities since 1926.

MANUFACTURERS

As a result of the resignation of the former executive vice-president, **Larry Hickok,** who has served the Armstrong Furnace Company for over 20 years, **George Zimbelman,** Armstrong's western division sales manager in the Des Moines office was transferred to the Columbus plant as assistant general manager. In addition, **Charles L. Brooks,** formerly assistant to the president, has been promoted to sales manager with direct responsibility for sales promotion operations. He will guide all field sales operations into one program.

Roy T. Camp, former buyer of major appliances, has been appointed district manager of the Memphis trading area for Magic Chef, Inc.

The Coleman Co., Inc., has appointed **Wilson C. Cartwright,** national accounts sales manager, to manager of the Coleman Los Angeles branch. He will direct sales and service with Coleman dealers in southern California and Arizona. He succeeds **Lawrence R. Carney,** manager of the Los Angeles sales office since 1951, who will now be regional sales manager for the Pacific Northwest and northern Rocky Mountain states.

John W. Hall has been named director of advertising and sales promotion for National-U.S. Radiator Corp., Johnstown, Pennsylvania. He was previously manager of the engineering service department of the National Radiator Company before it merged with United States Radiator Corporation. **C. J. Philage** has been appointed advertising manager of the company, and **Homer L. Andrews** director of market research. Helping to coordinate sales, advertising and promotion activities will be **J. W. LeRoy,** assistant to the senior vice-president for sales.

New field applications engineer for the Los Angeles district sales and service office of Raytheon Manufacturing Company's equipment marketing division is **Richard G. McLaughlin.** He is responsible for sales of microwave, telecast and communications equipment and power supplies for the telephone and utility industry.

John Wood Co., Conshohocken, Pa., announces that **Frank H. Schneider** has been appointed director of engineering of the heater and tank division. He was formerly chief engineer and manager of research and development at Florence Stove Company. **Richard L. Griffin** has been promoted to assistant sales manager of the heater and tank division. In addition, **Leroy Norris** now represents the company in Washington, D. C., and northern Virginia.

Howard C. Barten has been named manager of Worthington Corporation's gas transmission section of engine sales division. He has been with this division since 1934.

PG & E promotes Peterson, Searls to top law posts; Sloane retires

APPOINTMENT of Richard H. Peterson as general counsel of Pacific Gas and Electric Company and Frederick T. Searls as general attorney was announced recently by Robert H. Gerdes, executive vice-president and general counsel.

Mr. Gerdes relinquished the general counsel post when the two appointments became effective September 1. Mr. Peterson, Mr. Searls and Paul E. Sloane had served as assistant general counsel.

The latter retired September 1 after 33 years of service.

As general counsel, Mr. Peterson will have general charge of the company's law department and will be responsible for handling all proceedings and matters of a legal nature. Mr. Searls will assist in the administration of the department and will have direct responsibility for proceedings before the state and federal regulatory bodies and a number of legal matters specifically assigned in his appointment.

Mr. Gerdes is a member of the American Gas Association.

Coleman Company honors founder with $10,000 scholarship fund

A $10,000 endowment fund to establish the W. C. Coleman scholarship in business education at Ottawa University, Ottawa, Kan., has been announced by The Coleman Co., Inc., Wichita. The grant was made during a ceremony honoring W. C. Coleman, founder of the company and chairman of the board, on his 85th birthday.

In presenting the scholarship fund to Dr. Andrew B. Martin, president of Ottawa University, company officials stipulated that scholarship candidates be judged on the basis of their ability to live up to the ten rules of personal conduct that Mr. Coleman adopted for his own guidance many years ago and to which the industrialist and religious leader gives credit for an important part in his own successful business career.

Mr. Coleman was a graduate student and instructor at Ottawa in 1894 and 1895 and has served on its board of trustees for many years.

He also holds an honorary degree from the university.

'News & Views' editor Poole retires after 42 years in industry

CORRELL JOSEPH POOLE, Columbia Gas System, retired last month after serving the gas industry for over 42 years. He was editor of the System's Pittsburgh Group *News & Views* during the past nine years.

Mr. Poole joined the Fayette County Gas Company in 1913. In 1918 he was assistant superintendent of the entire plant, and for two years after Fayette became part of the Pittsburgh Group, he supervised operations of the predecessor company.

C. J. Poole entered the Pittsburgh general offices in 1933, and in the following 10 years did special work for the treasury department of the utility.

Allen Peyser joins Council of National Planning Association

ALLEN PEYSER, president, Washington Gas and Electric Co., Tacoma, and member of the Seattle law firm of Peyser, Cartano, Botzer & Chapman, has been appointed to the National Council of the National Planning Association.

The non-profit, non-political association promotes wide public consideration of problems and planning important to the security and development of the country. One of its most recent research projects is a study of the non-military uses of atomic energy.

Mr. Peyser is one of the authors of the National Industrial Dispersion Program, and during the war was director of the foreign division of the War Production Board, and director of the combined Production and Resources Board.

Three Servel executives study European engineering practices

THREE top Servel executives have completed a three-week tour of Europe, where they studied engineering practices and design developments in the refrigeration manufacturing plants of six countries.

The executives are A. B. Kennison, vice-president and coordinator of research and product development; Carl T. Ashby, chief engineer; and Dudley E. Heath, patent attorney. Also in the party was Walter Dorwin Teague, Jr., member of the industrial design firm of Walter Dorwin Teague and Associates, which is retained by Servel.

First stop for the group was Sweden, birthplace of absorption refrigeration, which Servel introduced in the United States 30 years ago. Today there are more than 200 manufacturers of absorption refrigeration equipment in Europe. Other countries visited by the Servel men are England, France, Germany, Scotland and Switzerland.

Lucy L. Hanan

former manager of the home service division of the sales department, Consolidated Edison Company of New York, Inc., who retired from the company last March after 27 years of service, was killed in an automobile accident on September 15.

A home economics graduate of Wisconsin State College, Miss Hanan joined the Consolidated Edison system in the personnel department of Brooklyn Edison Company in 1928, and transferred to sales work four years later. For the next ten years she lectured on home economics in the Brooklyn service area.

In 1942 Miss Hanan became supervisor of appliance promotion for Con Edison, and in 1946, headed the sales department's home service division. For a brief period prior to her retirement she was a staff assistant in the sales department's adequate wiring bureau.

Miss Hanan has been associated with the national home service committees of the American Gas Association and Edison Electric Institute.

George B. Bains, III

81, retired executive of The United Gas Improvement Co., died on August 29. A graduate of the University of Pennsylvania, he became affiliated with U. G. I. in 1898. He served the company in various capacities and locations until his retirement in 1946 as operating manager of Harrisburg Gas Co., an affiliate.

He was a member of the American Gas Association; the Pennsylvania Gas Association, of which he was president in 1920; and a charter member and past president of the Hamilton chapter, National Society of Professional Engineers.

Mr. Bains is survived by his widow, two step-daughters, three grandchildren, and a brother and sister.

Cecil L. Hightower

consultant on employee relations for United Gas Pipe Line Co., died recently at the age of 53. For many years Mr. Hightower was director of safety for the gas firm which he joined in 1934 at Houston. He transferred to Shreveport in 1940.

Mr. Hightower was noted for his work in safety. He was a member of the American Gas Association Accident Prevention Committee for a number of years and during 1942-43 served as chairman. He was also active in civic, safety, and civil defense work in Louisiana.

Survivors include his widow, two daughters, a brother, and two sisters.

Advance Glendening

JOHN W. GLENDENING, JR. has become general counsel of Commonwealth Services Inc., public utility management and engineering firm of New York, Jackson, Michigan and Washington, D. C. He succeeds George L. Brain who resigned from Commonwealth to become associated with Southern Services, Inc. Mr. Glendening is a graduate of Colgate University and Cornell University Law School. He became associated in legal work for The Commonwealth & Southern Corporation in 1947.

Harper vice-president

PHILIP S. HARPER, JR., has been elected executive vice-president of Harper-Wyman Co., manufacturers of gas range and gas appliance components. Mr. Harper joined the firm on a part-time basis in 1940. In 1950, following graduation from Dartmouth College, he was made manager of the Princeton, Ill., plant. In 1954 he became general manager of the company.

Promote Aymond, Graves

A. H. AYMOND, JR., former general attorney, Consumers Power Co., Jackson, Mich., has been appointed general counsel and head of the company's legal department. He succeeds William R. Roberts who retired at the end of August. Harold P. Graves, a member of the legal department of Consumers, and former assistant city attorney of Bay City, Mich., succeeds Mr. Aymond as general attorney for the company.

Kosch sales manager

PHILIP C. KOSCH has been appointed sales manager of Bryant division, Carrier Corporation. He will be responsible for administration of all Bryant product sales and field engineering activities exclusive of regional and branch manager operations. The veteran sales executives joined Bryant in 1954 as sales training manager. He is a member of the National Society for Sales Training Executives and the American Society of Training Directors.

Elect Mary Agee

MARY AGEE, librarian of the American Gas Association for the past seven years, was re-elected chairman, public utilities section of the Special Libraries Association, New York, N. Y., for the coming year. The election was held at the association's annual five-day convention in Detroit. Miss Agee holds undergraduate and graduate degrees in library science from the University of Denver.

Davis vice-chairman

WENDELL C. DAVIS, president, Cribben & Sexton, has been appointed vice-chairman of the domestic gas range division of the Gas Appliance Manufacturers Association. He will fill the unexpired term of Fred A. Kaiser, who recently resigned. Mr. Davis was chairman of the division's nominating committee. A replacement for him in this position will be named at a later date by the chairman of the range division.

New A.G.A. members

Associate Members

Albert Switzer & Associates, Consulting Engineers, Jackson, Miss. (Albert Switzer, Sr., Partner)

Manufacturer Companies

Gross Furnace Mfg. Co., Inc., Salem, Va. (J. J. Gross, Pres.)

Major Metal Products, Inc., Los Angeles, Calif. (R. O. Montrief, Pres.)

Rinnai Seisakusho Ltd., Nagoya, Japan (Kanekichi Hayashi, Pres.)

Safety Gas Main Stopper Co., Inc., Brooklyn, N. Y. (Elizabeth A. Goodman, Pres.)

San Gabriel Boiler Mfg. Co., San Gabriel, Calif. (Lewis H. Dietz, Vice-Pres.)

Individual Members

Henry J. Battaglia, Price Waterhouse & Co., New York, N. Y.

Robert L. Beardsley, Seattle Gas Co., Seattle, Wash.

Wilbert W. Begeman, Price Waterhouse & Co., St. Louis, Mo.

Harvey J. Bell, Southern Indiana Gas & Electric Co., Evansville, Ind.

J. W. Casten, Buflovak Equipment Div., Blaw-Knox Co., Oakland, Calif.

Benjamin F. Cayce, Price Waterhouse & Co., Kansas City, Mo.

Alton B. Cook, U. S. Bureau of Mines, Bartlesville, Okla.

Earl R. Corliss, U. S. Bureau of Mines, Bartlesville, Okla.

Richard G. Darrow, Columbia Gas System Service Corp., Columbus, Ohio

R. E. Davis, Servel, Inc., Evansville, Ind.

Frank M. Day, Day & Night Div., Carrier Corp., Monrovia, Calif.

Irving Deutsch, Long Island Lighting Co., Garden City, N. Y.

William F. Devin, Devin, Hutchinson & Rolfe, Seattle, Wash.

C. O. Dice, Jr., Southern California Gas Co., Los Angeles, Calif.

Joseph J. Dignan, Northern Illinois Gas Co., Bellwood, Ill.

Robert L. Dryer, Boeing Airplane Co., Plant 2, Seattle, Wash.

(Continued on next page)

1955

OCTOBER

12-14 •GAMA Annual Meeting, El Mirador Hotel, Palm Springs, Calif.
17-19 •A.G.A. and Pacific Coast Gas Association Convention, Los Angeles, Calif.
17-21 •National Metal Exposition, Philadelphia, Pa.
18-21 •The American Dietetic Association, St. Louis, Mo.
18-22 •National Safety Congress and Exposition of National Safety Council, Chicago, Ill.
24-26 •American Standards Association, Sheraton Park Hotel, Washington, D. C.
24-26 •Pacific Coast Regional Restaurant Convention and Exposition, Biltmore Hotel, Los Angeles, Calif.
24-26 •Sixth National ASME Conference on Standards, Washington, D. C.
24-27 •National Association of Railroad & Utilities Commissioners, Asheville, N. C.

NOVEMBER

2-3 •American Home Laundry Manufacturers Association, The Palace Hotel, San Francisco, Calif.
6-9 •Controllers Institute of America, Hotel Statler, Los Angeles, Calif.
13-18 •ASME, Congress and Hilton Hotels, Chicago, Ill.
14-17 •American Petroleum Institute, San Francisco, Calif.
14-18 •National Electrical Manufacturers Association, Traymore Hotel, Atlantic City, N. J.
16-18 •Southeastern Gas Association, Roanoke Hotel, Roanoke, Va.

1956

JANUARY

19-26 •National Housewares & Home Appliance Manufacturers Exhibits, Navy Pier, Chicago, Ill.
23-24 •Industrial Heating Equipment Association, La Salle Hotel, Chicago, Ill.

MARCH

12-16 •National Association of Corrosion Engineers, Hotel Statler, New York
15-16 •American Trade Association Executives, Washington Conference, Statler Hotel, Washington, D. C.
19-21 •Mid-West Gas Association, Hotel Fontenelle, Omaha, Neb.
22-23 •New England Gas Association, Annual Meeting, Hotel Statler, Boston, Mass.
22-23 •Oklahoma Utilities Association, Annual Meeting, Oklahoma City, Okla.

Personnel service

SERVICES OFFERED

Executive—now hold position with small Gas Utility as vice-president and general manager, opportunity limited. Would like to locate with some company with unlimited opportunity. Also have held management position with combination utility. Qualified for top management, excellent references. **1814.**

Graduate Chemical Engineer—seven years varied gas experience including distribution utility service plus nation-wide sales service contacts with natural gas utilities 1946 to 1953; straight technical sales (plastics) outside gas industry 1953 to present; desires technical sales job contacting gas and/or chemical industry with nominal amount overnight travel, or sales connection with an all-gas utility. Married (35). **1815.**

Customers Service Man—nine years experience with large New York City gas utility servicing and repairing all domestic gas appliances. Graduated June 1955 with degree in Bachelor of Business Administration, major in Business Management. Desire position with utility or manufacturer which would offer an opportunity in business management utilizing my experience and education. **1816.**

Manufacturers Sales Representative—for past 21 years have managed sales, last in the New York Metropolitan area, for one leading national manufacturer of ranges, water heaters and space heaters. Seek new connection involving promoting and merchandising domestic gas appliances preferably in the New York area. Top notch performance and references. **1817.**

Sales Executive—interested in sales position in Eastern area. Twenty-five years sales background, 18 years gas appliances—refrigeration, water heaters, heating and air conditioning, and ranges. (Income, 5 figures.) **1818.**

Salesman and Factory Representative—ten years sales experience. Five years in gas appliances. Has sales promotion, public relation, market research and mechanical experience. Have conducted sales and service schools on both dealer and utility level in the shop and in the field. Considerable traveling experience. Résumé available upon written request on your letterhead. **1820.**

Engineering student—B.S. '50 Chemistry, attending evening classes for degree in chemical engineering. Desire association with Greater New York firm, with opportunity for advancement to engineering position upon completion of studies. **1821.**

Gas Transmission Superintendent—registered professional engineer with over 15 years' experience in production, transmission, measurement and distribution of natural gas. Experience includes delivery of natural gas for conversion and manufactured usage. Desire location change to southwest or west. **1822.**

Sales or Production Manager, Heating Division—heavy background chiefly in gas utilization work with emphasis on laboratory research, development of equipment designs, production management and sales. Graduate licensed professional engineer with 29 years' experience in gas appliance design and sales, from cadet engineer to president. Detailed résumé available and an early meeting can be arranged. **1823.**

POSITIONS OPEN

Sales Manager—Pennsylvania merchandising utility has opening for division sales manager. Please reply in writing, giving complete résumé. **0774.**

Commercial Sales Supervisor—merchandising utility wants commercial sales supervisor. Salary and override. Give complete details. Applications will be held in confidence. **0775.**

Test Engineer—large eastern gas utility desires services of an engineer experienced in appliance testing. Knowledge of mixed gas and familiarity with A. G. A. requirements preferred. Reply giving age, education and experience. **0776.**

Gas Appliance Development Engineer—experienced in A. G. A. testing procedure on central heating. Mechanically inclined and capable of making necessary changes desirable. Submit résumé. Bay area, California. **0777.**

Assistant Manager, Gas Operations—Established company serving about 80,000 gas customers wants qualified man 35-40 years as assistant to man in charge of gas operations. Advancement to top position in 2 or 3 years assured for right man. Must have broad experience in gas operations, and qualified to handle distribution, sales, and pricing problems. Salary $10,000 to $15,000. Give complete information, education, experience, background and other qualifications, send recent photograph. **0778.**

Industrial Sales Engineer—Assistant to sales manager prominent Connecticut manufacturer, experienced in application, sale and servicing of industrial furnaces, ovens and controls; requires versatile man who can write proposals, sell and service standard equipment. Send brief résumé including salary requirements for initial confidential consideration. **0779.**

Gas Meter Engineer—experienced in operation, testing and maintenance of displacement and orifice meters. Opening is with sound, fast growing, midwestern utility serving 140,000 customers. Good opportunity for advancement. Give details of experience, education and personal data. **0783.**

Manager—for natural gas utility, located in one of the southeastern states. Approximately 3,000 meters. Knowledge of distribution system operation, office procedures and appliance sales necessary, as well as public relations ability. Proper man will have free hand to exercise own initiative. Write particulars about self and past experience. **0785.**

Engineer—Eastern utility requires young engineer, preferably with some distribution experience. Qualified man would have ample opportunity for advancement in rapidly growing company presently supplying over 100,000 customers. Reply stating age, education and experience. Replies will be held confidential. **0786.**

General Auditor—a utility serving approximately 150,000 customers in the middle west has an attractive opening for one having a well-rounded background of utility accounting. Age 35 to 45 preferred. Submit résumé, which will be held in strictest confidence. **0787.**

Test and Development Engineer—exceptional opportunity for experienced test engineer offered by national manufacturer of domestic gas heating equipment. Duties involve product development and testing. Several years experience and thorough knowledge of A. G. A. testing procedures required. Submit résumé with reply. **0788.**

Sales Training Specialist—natural gas utility, 250,000 meters, in Southwest needs person with experience in appliance merchandising capable of building sales volume through personal contact with area sales managers and retail salesmen. Primary responsibility will be to generate enthusiasm, improve selling techniques and strengthen product education. Majority of time on road; remainder working with top management. Compensation includes salary, substantial bonus incentives, automobile, retirement benefits. Submit complete résumé. **0789.**

(Continued from page 47)

W. R. Dwyer, Servel, Inc., New York, N. Y.
James W. Ellwanger, Price Waterhouse & Co., New York, N. Y.
Richard H. Engleman, Northern Illinois Gas Co., Aurora, Ill.
Stuart B. Eynon, Heath Survey Consultants, Inc., Wellesley, Mass.
Howard D. Farmer, Athens Utilities Bd., Div. of Gas, Athens, Tenn.
R. D. Fink, Servel, Inc., Houston, Tex.
Leland W. Gilliatt, Sylvania Electric Products Inc., Danvers, Mass.
C. C. Haynes, Southern California Gas Co., Los Angeles, Calif.
Charles A. Heath, Heath Survey Consultants, Inc., Richmond, Mich.
Quentin A. Herwig, Northwest Industrial Service Corp., Seattle, Wash.
W. J. Hoeing, Servel, Inc., Evansville, Ind.
Herbert S. James, Appliance Controls Div., Minneapolis-Honeywell Regulator Co., Monterey Park, Calif.
William E. Jobron, Texas Eastern Transmission Corp., Shreveport, La.
Dr. Minor C. K. Jones, Esso Research & Engineering Co., Linden, N. J.
Newell K. Jones, Missouri Natural Gas Co., Farmington, Mo.
Jack R. Klingman, Pacific Gas & Electric Co., Stockton, Calif.
P. B. Krapfl, Servel, Inc., Atlanta, Ga.
Arthur W. Luers, Jr., Northern Illinois Gas Co., Ottawa, Ill.
John F. Malone, Baltimore Gas & Electric Co., Baltimore, Md.
Jerry E. McCormick, Northwest Industrial Service Corp., Seattle, Wash.
James J. McIntyre, Price Waterhouse & Co., St. Louis, Mo.
E. W. Meise, San Diego Gas & Electric Co., San Diego, Calif.
E. P. Morton, Servel, Inc., Evansville, Ind.
Malcolm F. Orton, Albany, N. Y.
Edmund H. Perry, Rheem Manufacturing Co., Long Island City, N. Y.
E. G. Ploeger, Servel, Inc., Omaha, Neb.
J. W. Rachick, Natural Gas Pipeline Co. of America, Chicago, Ill.
L. E. Rafferty, Southern California Gas Co., Los Angeles, Calif.
Charles B. Rawson, Commercial Car Journal, Philadelphia, Pa.
Walter E. Rufleth, The Bristol Co., Waterbury, Conn.
Lorraine A. Stadle, Southern California Gas Co., Los Angeles, Calif.
Thomas M. Sweeney, Price Waterhouse & Co., New York, N. Y.
Richard S. Testut, Servel, Inc., Evansville, Ind.
Homer L. Thorp, Laclede Gas Co., St. Louis, Mo.
Hendrik J. Walkate, N. V. De Bataafsche Petroleum Maatschappij, Delft, Holland
John J. Wanner, George J. Greer Trustee, Billings, Mont.
Theodore R. Wernecke, Washington Public Service Commission, Olympia, Wash.
J. K. Windsor, Southern California Gas Co., Los Angeles, Calif.
Charles R. Woodrum, Sprague Meter Co., San Francisco, Calif.
John Zimmermann, III, Philadelphia Gas Works Div., U.G.I., Philadelphia, Pa.

A.G.A. Advisory Council

FRANK H. ADAMS.....Toledo, Ohio
A. M. BEEBEE.....Rochester, N. Y.
N. B. BERTOLETTE.....Hartford, Conn.
EVERETT J. BOOTHBY...Washington, D. C.
E. G. BOYER.....Philadelphia, Pa.
GLENN W. CLARK...Oklahoma City, Okla.
A. W. CONOVER.....Pittsburgh, Pa.
STUART M. CROCKER....New York, N. Y.
CHARLES C. EELES.....Columbus, Ohio
PAUL E. EWERS.....Detroit, Mich.
HENRY FINK.....Detroit, Mich.
RALPH L. FLETCHER.....Providence, R. I.
J. A. FRY.....Detroit, Mich.
J. N. GREENE.....Birmingham, Ala.
C. H. GUEFFROY.....Portland, Ore.
W. G. HAMILTON, JR.....Philadelphia, Pa.
LYLE C. HARVEY.....Cleveland, Ohio
R. M. HESKETT.....Minneapolis, Minn.
FREDERICK O. HESS.....Philadelphia, Pa.
STANLEY H. HOBSON.....Rockford, Ill.
ROBERT A. HORNBY..San Francisco, Calif.
D. A. HULCY.....Dallas, Texas
F. H. LERCH, JR.....New York, N. Y.
EARLE J. MACHOLD.....Syracuse, N. Y.
N. C. McGOWEN.....Shreveport, La.
J. F. MERRIAM.....Omaha, Neb.
JAMES S. MOULTON..San Francisco, Calif.
HOWARD B. NOYES....Washington, D. C.
ROBERT W. OTTO.....St. Louis, Mo.
FREDERICK J. PFLUKE.....Rochester, N. Y.
J FRENCH ROBINSON....New York, N. Y.
LOUIS RUTHENBURG.....Evansville, Ind.
FRANK C. SMITH.....Houston, Texas
R. G. TABER.....Atlanta, Georgia
ALLYN C. TAYLOR.....Reading, Pa.
PAUL R. TAYLOR.....New York, N. Y.
TOM P. WALKER.....Houston, Texas
T. WEIR.....Chatham, Ontario
HARRY K. WRENCH....Minneapolis, Minn.
CHARLES G. YOUNG....Springfield, Mass.

PAR COMMITTEE

Chairman—C. H. Zachry, Southern Union Gas Co., Dallas, Texas

FINANCE COMMITTEE

Chairman—Ernest R. Acker, Central Hudson Gas & Electric Corp., Poughkeepsie, N. Y.

LABORATORIES MANAGING COMMITTEE

Chairman—N. B. Bertolette, The Hartford Gas Co., Hartford, Conn.

Associated organizations

GAS APPLIANCE MANUFACTURERS ASSOCIATION
Pres.—T. T. Arden, Robertshaw-Fulton Controls Co., Lynwood, Calif.
Man. Dir.—H. Leigh Whitelaw, 60 East 42nd St., New York 17, N. Y.

CANADIAN GAS ASSOCIATION
Pres.—P. W. Geldard, Consumers Gas Company of Toronto, Toronto, Ontario.
Exec. Sec.-Tr.—Warner A. Higgins, Room 804, 6 Adelaide St., E., Toronto 1, Ontario.

FLORIDA-GEORGIA GAS ASSOCIATION
Pres.—John C. Bolender, Peoples Water & Gas Co., North Miami, Fla.
Sec.-Tr.—Joseph Frink, Florida Power and Light Co., Miami, Fla.

ILLINOIS PUBLIC UTILITIES ASSOCIATION
Sec.-Tr.—T. A. Schlink, Central Illinois Light Co., Springfield, Ill.

INDIANA GAS ASSOCIATION
Pres.—A. B. Brown, Southern Indiana Gas and Electric Co., Evansville, Ind.
Sec.—V. C. Seiter, Citizens Gas and Coke Utility, Indianapolis 9, Ind.

THE MARYLAND UTILITIES ASSOCIATION
Pres.—George M. Nelson, Eastern Shore Public Service Co., Salisbury, Md.
Sec.—Robert L. Smith, 26 West Patrick St., Frederick, Md.

MICHIGAN GAS ASSOCIATION
Pres.—Roland R. Paulin, Michigan Consolidated Gas Co., Detroit, Mich.
Sec.-Tr.—M. G. Kendrick, Michigan Consolidated Gas Co., Ann Arbor, Mich.

MID-WEST GAS ASSOCIATION
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PRINTED IN U. S. A.

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